

NEW HAMPSHIRE
NOV 10 1899
STATE LIBRARY

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

GEO. P. ROWELL & Co., Publishers 10 SPRUCE ST., NEW YORK.

VOL. XXIX.

NEW YORK, Nov. 8, 1899.

No. 6.



ALWAYS IN THE LEAD

184,181

Copies Daily.

145,624

Copies Sunday.

These figures tell the tale of the average circulation during October, 1899.

Every month in the year

The Philadelphia Record

carries many thousands more lines of advertising than any newspaper in the city
because advertisers have conclusive proof that

THE LARGEST CIRCULATION IN PENNSYLVANIA
PAYS THE BEST 

"Using the leading publication in a place economizes effort and expenditure."

—*Printers' Ink.*

The rate is but 25 cents per agate line daily, and 30 cents per agate
line Sunday.

We will be pleased to furnish you an estimate of the cost
for any advertising you may desire to place with us.

THE RECORD PUBLISHING CO.

PHILADELPHIA.





It Is Not Ephemeral

The tide of prosperity now flooding this continent is not of a day's duration. There is nothing ephemeral about it. It is the fruitage of the inexorable law of "supply and demand."

Here's just one foundation stone of certainty—all the iron ore that can be produced in America during 1900 is already contracted for.

The advertiser who secures space in profitable Street Car lines will be making most wise investments. We say *profitable*, because there is such a distinction. We give our customers the best side of that distinction.

We are anxious to submit the evidence. May we personally present our facts to you?

The Mulford & Petry Company

WESTERN OFFICES:
99 WOODWARD AVENUE,
DETROIT.

EASTERN OFFICE:
220 BROADWAY,
NEW YORK.

STREET CAR ADVERTISING

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST-OFFICE, JUNE 29, 1893.

VOL. XXIX. NEW YORK, NOVEMBER 8, 1899.

No. 6.

ON TRUSTS AND ADVERTISING.

By *Ino. Cutler.*

Publishers who have been lamenting the growth of trusts for fear that they will ultimately greatly reduce the amount expended yearly for advertising show their lack of faith in advertising as a necessary element in business building. That trusts may temporarily decrease the amount expended for advertising is probable, but if there is any real value in advertising it is certain that in the long run the amount annually expended for it will grow with the years.

Just now trusts are like mysterious monsters. Those who confront and oppose them fear them because they do not yet understand them, and those who manage them in nine cases out of ten wonder what is going to happen next. They seem invincible because they represent hitherto unheard of aggregations of capital, but time will prove them as amenable to the laws of trade and of competition as is the smallest of corner groceries, and time, too, will prove that the greater the trust, except, perhaps, where it controls natural resources or is fostered by legislation, the more chances for attack does it present. In time to come when people have learned to understand trusts the wonder will be that it ever was thought necessary to deal with them through special laws.

Recently two of the trusts have given the business world marked examples of the value of advertising, and these examples publishers would do well to study and impress upon the minds of local advertisers.

The Uneeda Biscuit and the Uneeda Jinger Wafer of the National Biscuit Company are widely

known and largely bought because of the judicious advertising which has been given them. The Biscuit Company has not spent its advertising appropriation for charitable reasons, but for business reasons. It has spent each dollar with the expectation of getting back more than a dollar.

The American Tobacco Company early in the spring began advertising Old English Curve Tobacco. Tobacconists everywhere say that the way the tobacco sells is remarkable. It is put up in attractive, convenient shape; it is a good pipe tobacco and it has been judiciously advertised.

Here, then, are two trusts that have admitted in a practical way the value of advertising in such a manner as to obtain results. It is safe to suppose that, having proved the value of advertising, the trusts will continue to make use of it to a greater extent.

Every maker of crackers and tobacco may not be able to advertise so widely as have their larger brethren, but each one may advertise as judiciously in his own local field. Right there is one weak place in trusts. General competition they may be able to crush because of their control of greater sums of money, but keen, aggressive competition in each of a thousand cities and towns would mean to the trusts tremendous counter expenditures or loss of trade. This is what too many in business competing with trusts fail to see. Too many wish at once to command large general fields; they wish to level the trust mountain at one effort, instead of going at it by the shovelful. The general outside field always seems more tempting than the narrow local field, and yet every day all around there are examples of the profitableness of tilling the local field and tilling it thoroughly. Universal substitu-

tion by thousands of drug stores is sapping the strength of great manufacturers of patent remedies. It is the combination of thousands of local fields that makes the general field.

Here, in New England, not so many years ago, Dana's Sarsaparilla, by putting all its advertising strength into the New England field, compelled the expenditure of thousands for advertising by the older makers of sarsaparilla and was finally bought up at a handsome figure in order to get it out of the field.

Whenever a trust is formed in an article which has been dependent on generous advertising and the advertising is withdrawn, there is the outside competitors' opportunity. Let them jump in and advertise well, give as good goods or better and win the local field. All over the country are goods known in their own fields only that yield their owners good yearly incomes because they are well advertised. That "What man has done man can do" is as true to-day as it ever was.

Let publishers cease looking upon advertising as something partaking in any degree of a charitable contribution towards their papers' support. Let them look upon it and insist upon it as it is as a method of spending a dollar to get back more than a dollar. Let them study their home fields for undeveloped business opportunities. Let them show local business men the value of the local field, and then if the glitter of the general advertiser's dollar does not blind them to the dollar of the local advertiser and to the local advertiser's needs, trusts will, in the long run, prove something in the nature of blessings in disguise.

CATALOGUES.

A catalogue should contain plenty of descriptive matter. It should describe goods, rather than extol their merits. Manufacturers know all about their goods. Their knowledge is a positive injury if they are thereby led to presume that everybody knows how their goods are made and what they are good for. Don't presume. Tell too much rather than not enough. Let some one outside the firm go over your copy before it goes to the printer. They may find many statements that should be made plain.—*Chas. Seth Brown in the Advertiser.*

A SUGGESTION FROM ALBANY.

The Albany (New York) *Press* is greatly concerned in regard to the advertising cards in street cars, and makes the unique suggestions that follow in regard to them:

Among modern nuisances is street car advertising. We mean the row of card signs hoisted up aloft whereon in uncouth English and inartistic letters and pictures are set forth the alleged virtues of corsets, liver pills, candied beans, evaporated oats and other commodities for man and beast. These monstrosities commit visual assault and battery upon us every time we are condemned to use the motor lines. The thing has become almost intolerable to the sensitive. The railway companies have no legal right to thus disfigure their cars. The franchises donated to them by the silly public were to use the streets and highways as common carriers of passengers, not to block traffic with traveling billboards and steal good advertising money from the newspapers. The companies might just as legally distribute milk and vegetables along the route or start a laundry, collecting collars and cuffs from passengers en transit. Let the cars be cleansed of the atrocious cards and if the space they occupied must be filled there are mottoes, texts, pictures and portraits of worth and beauty that are available. Thus one car could be adorned with good battle pieces, Lexington, Bunker Hill, Yorktown, Saratoga. Another could have portraits of the Presidents, generals or statesmen, Washington, Webster, Grant, Dewey. Still another car might be beautified with pictures and verses from American poets, with brief biographical sketch of each; and in another car could be set forth the constitution of the State or nation—documents marvelously unfamiliar to our citizens. In this way the people would be educated and improved in manners and good taste. We hope our idea may find encouragement and produce results. But alas, we fear that before any reform, least of all this one, can be adopted, Albany must witness several first-class funerals.

THE PARIS BILLPOSTER.

The Paris billposter plies his trade in all winds and weathers, and he is nothing daunted by the assignment of a bleak suburban district on a rainy day. He ties his posters—incased in a water-proof cover—across his back. He fastens on his paste pot. He mounts his bicycle. Then he opens his umbrella—for he is an expert wheelman and can manage it and his wheel at once. All over the umbrella are advertisements in little form of the article or the event which he intends to advertise in large by his posters, so his entire route is placarded, and he himself is a living advertisement.—*The Billboard.*

Let a man give to an idea the twist of his own individuality and that expression makes it to all intents and purposes, his.—*Musgrave's Publicity for Printers.*

BOOK ADVERTISING.

MR. HULBERT, OF FORDS, HOWARD & HULBERT, GIVES HIS VIEWS AND METHODS.

The well-known publishing house of Fords, Howard & Hulbert, 47 East Tenth street, New York, have produced many notable books. Among these, none has succeeded in engaging the attention of the reading public more than have the nine volumes happily named "Beacon Lights of History." This work, compiled by the late Dr. John Lord, has been exploited in the best periodicals for several years, and so the representative of PRINTERS' INK made it his business to call on the firm to learn the story of the advertising of this biographical review in particular and of their other publications in general.

Ushered into the office of Mr. Hulbert, when the object of the call had been stated, that gentleman replied:

"'Beacon Lights of History' is sold much more largely through the personal canvassing of solicitors than through advertising. In fact our advertising of late years has not been nearly so great or thorough as it used to be some years ago. We are the successors of J. B. Ford & Co., formed in 1869. From that time until the present firm took hold, in December, 1876, the house was considered to be among the most liberal advertisers in the line. Their policy of the generous purchase of publicity was continued by ourselves up to a very short time ago. We have withdrawn somewhat, because general business methods have changed so radically in our trade."

"How have they changed?"

"Well, twenty years ago, few publishers strove to find their own market. I venture to say that to-day there are not in this city one-tenth of the retail book stores there were then. In most cases nowadays publishers run a retail department. In some cases they have drifted into selling their publications by subscription. This has been the direction of our development, and you can see that we have, therefore, less need of

advertising. Our old advertising was mainly in trade journals, and when, through them, we succeeded in placing our publications in the stocks of retailers, our own work was practically done. We had the honor to be the publishers of the works of Rev. Henry Ward Beecher, Harriet Beecher Stowe and Judge Tourgee, and their production was marked by advertising which would be considered notable even to-day. Beecher's novel, 'Norwood,' first published serially by the New York *Ledger*, and then in book form by Scribner's, we published

Beacon Lights of History

By Dr. JOHN LORD.

A biographical review of the world's life, setting forth its great epochs and master minds.

In Nine Volumes.

Jewish Heroes and Prophets. Old Pagan Civilizations. Antiquity. Middle Ages. Renaissance and Reformation. Great Warriors and Statesmen. Great Women. Modern European Statesmen. American Statesmen.

"Both charming and profitable . . . Fascinate and impress even the most unimpassionable. . . I take great pleasure in commanding the work to my fellow-teachers."—WM. H. MAXWELL, of the *Educational Review* and *Superintendent of Public Instruction*, Brooklyn, N. Y.

Served direct to responsible subscribers on easy payments.

THE NEW EDUCATION

Will not neglect the literary and musical standard wherever devotional singing is made a part of school work. Intelligent school directors who want the *BEST* should send for sample pages or a sample copy (returnable) of

THE HYMNAL FOR SCHOOLS.

"It has no equal."—*Educational Review*.

FORDS, HOWARD & HULBERT,
47 E. 10th St. - - - New York City.

in cheaper form, popularizing it, and selling a large edition."

"Have not the book clubs and the department stores affected the publishers also?"

"There can be no doubt that such schemes have also diverted general attention from our trade, loading people with a lot of books which perhaps but for the inducements, they would not have purchased, and which they really may not want."

"What do you think will be the ultimate result?"

"That would be hard to foresee and tell. It looks to me as though

a reaction might come which would inure to the benefit of the publisher. Schemes force their makers to find and start newer schemes, and ultimately the public will tire of them. This tendency of forcing publishers to find their own market, has, as I said, forced out the retailer, and I doubt whether it has been good for the publisher. In the old way our advertising really was for the benefit of the retailer. To-day he no longer exists, and advertising in that way would be extravagant."

"Concerning your advertising of 'Beacon Lights of History'?"

"We have done a little general advertising of it, but my main effort for it has been made in those three splendid mediums, the *Review of Reviews*, the *Outlook* and the *Literary Digest*. I wanted to do a limited experimental line, and a year and a half ago chose these three publications. The experiment has been entirely satisfactory. We seem to secure enough retail orders from these sources to give us grand compensation. Aside from these, I have taken occasional space in special publications, but never with such fine results as these yield. For instance, I tried seven or eight publications connected with Chicago's university. I received quite some results, but none commensurate. I am inclined to think, however, that we might have done better if I had exercised the same care on the preparation of those advertisements. We have done some little exchange advertising, too."

"You use quarter pages in the *Review of Reviews*?"

"The same space in the others also. We change copy almost every time, and never indulge in reading notices."

"I see you use testimonials."

"Yes; they are unsolicited ones."

"Do you find them to be an efficient aid?"

"There are very many people who would not be influenced in the purchase of a book by the opinions of intellectual leaders, and again, others are. You will notice that the testimonials are the opinions of intellectual leaders, and ought to count, if any should. We

expend a great deal of thought and care on the preparation of all our advertising matter, on the common sense ground that as the space which we pay for is expensive, it would be folly not to do so."

"On your other publications, what advertising are you doing?"

"A more general line of it, and we always choose high-class mediums. Our publications, although miscellaneous, are mostly of a serious character, the novels always having a purpose. We find our advertising of these effective, due probably to our happy choice of mediums and the care we exercise in the composition of the advertisements."

"What mediums did you use for advertising your *edition de luxe* of Tennyson's 'In Memoriam'?"

"All the principal high-class magazines like *Harper's*, *Century*, *Scribner's*, and so on. Those of the class of the *Atlantic Monthly*, the *Review of Reviews*, and similar ones; the better class of religious magazines, like the *Outlook*, and all the purely literary, like the *Literary Digest*, the *Bookman*, and so on."

J. W. SCHWARTZ.

CENSURE WELL DESERVED.

The classic-featured dummies which grace the windows of the clothing stores are about the worst that ever happened. The things which stare at you from the big windows, with fixed eyes and stony glare, are a libel upon mankind, a slander upon humanity. Now, the wax figures upon which the dry goods man buckles a corset or upon which the hairdresser arranges a blonde wig, are usually good enough to eat, but the male dummies invariably look as if they were posing for a before-taking picture. Can't something be done for them?—*Agricultural Advertising*, Chicago, Ill.

A Difficult Job



of plumbing stir up our professional pride and we will bring it to a successful issue even if we have to crawl through brick walls.

But we don't despise the little job and will give them all the attention and care necessary to see that it is done in a professional way and what is due our customers.

Don't know of anyone who does plumbing cheaper than

SCOVILLE.

118 WEST ADAMS STREET

Telephone 28

A PHOENIX (ARIZ.) REPORT.

The  Sun.

HAS MORE READERS
IN GREATER NEW YORK
THAN
ANY OTHER NEWSPAPER
AND A
LARGER NUMBER
OF FIRST-CLASS READERS
THAN ALL THE OTHER
NEWSPAPERS PUBLISHED
IN
NEW YORK COMBINED.

OSWALD OTTENDORFER.

Oswald Ottendorfer, journalist and proprietor of the New York *Staats Zeitung*, was born in Zwickau, a small Moravian town on the Bohemian frontier, in February, 1826. While still young his parents moved to Galicia. His father was a manufacturer, and Oswald was the youngest of a family of six children.

He was sent to reside with a married sister at Brunn. There he studied in the gymnasium, leaving at the age of 20 to go to the University of Vienna, where he matriculated in the faculty of jurisprudence.

Thence he was transferred to the University of Prague, to learn the Czech language.

In 1848 he returned to Vienna, intending to finish his course at Padua which at that time was in the possession of Austria. But the general upheaval which occurred at that time in Europe enlisted his sympathies, and he joined the Revolutionists, of which he became a prominent leader.

At the outbreak of the Schleswig-Holstein war he volunteered to serve against Denmark. He had only a brief campaign, however, and at its close he returned to Vienna, where the people had control, and was made a lieutenant in the mobile guard, most of the members of his battalion being connected with the press.

In October the Revolutionists were beaten, and while many were shot, killed during the storming of the city or imprisoned, young Ottendorfer was fortunate enough to escape.

After being concealed by a friendly porter in a bookstore until the excitement subsided somewhat, he fled to the Bohemian frontier and thence to Saxony.

The following year found him in Prague, mixed up with the students in the struggle between the imperial armies and the Hungarians and Bohemians. He escaped from the struggle in woman's clothes.

After a short sojourn in Switzerland, he determined to return to Vienna and give himself up to the government. He returned,

but being assured he would lose his life if he surrendered, he left the city and started for New York. He knew Latin, Greek, Hebrew, several Slav languages and French, but no English, and for two or three months after his arrival he was unable to obtain more than a bare livelihood.

He was offered a subordinate place in the counting-room of the *Staats Zeitung*, owned by Jacob Uhl. The latter died in 1855, and his widow assumed the management. The paper was conducted by her with rare tact and ability, and continued to prosper. In 1859 Mr. Ottendorfer was married to Mrs. Uhl and he at once assumed its management.

In 1859, the year of his marriage, he visited the Continent, but avoided Austria, although assured he would not be molested.

In 1869 he did visit Austria, and was led to conclude that the war of 1866 and Koeniggratz had done Austria a great deal of good.

In New York Mr. Ottendorfer has achieved the reputation of being a generous employer and a public-spirited citizen. He has always taken a deep interest in politics, being highly respected by the members of his party; was on one occasion named as the candidate for the Mayoralty, and has several times been a Presidential elector.

In 1890 it was rumored that Mr. Ottendorfer had disposed of the *Staats Zeitung* for the large sum of \$4,000,000, but the rumor was denied by Mr. Ottendorfer himself, who had merely made a change in the business management, necessitated by the state of his somewhat impaired health and declining years.

The editorial management of the paper still receives considerable attention from him.—*Publishers' Guide*.

MISUNDERSTOOD.

Old lady (from the country), "I'd like to get a pair o' shoes, young man." Polite clerk: "Yes ma'am; something pretty nice, ma'am?" Old lady: "I want 'em good 'n stout." Polite clerk: "Well ma'am, here's a strong shoe, an excellent strong shoe. It has been worn a great deal this winter—" Old lady: "Man alive, I don't want no shoe that's been worn this winter nor any other winter; I want a bran new pair."—*Puck*.

The Philadelphia Evening Bulletin's Steady Growth.

Average Circulation for August **113,589**
COPIES PER DAY.

Average Circulation for September **116,777**
COPIES PER DAY.

The BULLETIN'S circulation figures do not include damaged or unsold copies.

The following statement shows the actual circulation of THE BULLETIN for each day in the month of September, 1899:

1.....	114,805	11.....	107,766	21.....	117,189
2.....	110,556	12.....	130,018	22.....	116,028
3.....	Sunday	13.....	110,928	23.....	116,991
4.....	104,656	14.....	123,356	24.....	Sunday
5.....	93,442	15.....	119,592	25.....	114,675
6.....	113,365	16.....	121,049	26.....	115,162
7.....	123,256	17.....	Sunday	27.....	118,075
8.....	118,157	18.....	114,829	28.....	116,748
9.....	138,150	19.....	117,957	29.....	116,122
10.....	Sunday	20.....	116,712	30.....	126,619

Average for September

116,777 copies per day.

THE BULLETIN'S circulation figures do not include damaged or unsold copies.

WILLIAM L. McLEAN, Publisher.

PHILADELPHIA, October 5, 1899.

THROUGH THE DEALERS.

Austin, Nichols & Co., wholesale grocers, of New York, sell a five-cent cigar known as "Sweet Violets." Mr. J. Edward Cowles, manager of the cigar department, being asked by what methods he had succeeded in creating a demand, replied:

"Simply by dint of hammering away. I am thoroughly saturated with the belief that the way to success through advertising is by 'keeping everlastingly at it.' This cigar was an old favorite, which had almost entirely lost its market. It was a brand which I manufactured eighteen years ago when I was first connected with Austin, Nichols & Co. It proved a success from the start. But about twelve years ago I left this firm and went with Thurber, Whyland & Co. I returned to this house two years ago. In the meanwhile the demand for 'Sweet Violets' had almost vanished. I determined to resuscitate this sterling brand, and began a campaign a year and a half ago.

"The result has been all that I dared to anticipate. I use circular cards, pamphlets and booklets very freely, sending these liberally to selected lists of grocers, and all other dealers handling tobacco. I change my matter frequently, and although I write and conceive most of it myself, quite a quantity is written by outsiders. In addition, I use the general trade journals to a limited extent. Then Austin, Nichols & Co., which, by the bye, has grown to be the largest wholesale grocery business in the world, has a publication of its own—*The Merchants' Review*. A fair share of this, for which the cigar department is charged pro rata, is devoted to the department, of which 'Sweet Violets' gets its proportion. Then there are the monthly price lists of the house which, too, are advertising aids.

"But one of my most efficient methods is by demonstration. We make attractive displays in the windows of the leading grocers of all the cities and towns of any consequence throughout the country. We have only gone over a comparatively small section as yet, but

wherever we have been, we seem to have received permanent as well as immediate results. Our general plan is to select a beautiful woman, array her in becoming garments of violet, seat her in a window appropriately trimmed and have her dispense the cigars and a great variety of souvenirs and advertising literature.

"We try to make all our advertising as attractive as possible, and from comment and results seem to be striking the bull's-eye. Our expenditure will be at the rate of between \$20,000 and \$30,000 a year for this one brand. You must recollect that this expenditure for one cigar would scarcely be justifiable. But this is a lever for the sale of other goods also. Undoubtedly, it is opening up new trade for us all the time, especially for higher-priced and better cigars, and I have no doubt that it is benefiting our general grocery business as well.

"We do not use newspapers or billposters at all. I do not believe in them for our purposes. To my mind, they are far too expensive, and I cannot be convinced that they create more than a temporary demand.

"I believe that 'Sweet Violets' are to-day the biggest selling five-cent cigar in the world. We have in one year and a half succeeded in bringing their sale up from nothing to 1,000,000 cigars a month, at the rate of 12,000,000 a year!"

DEFINITIONS.

"Display" is usually advertising, either "position" or "run of paper," not coming in the category of "classified" or "reading notices." "Classified" usually means department "liners," such as "help wanted," "for sale," etc. "Reading notices" are usually set in one of the sizes of type called "body" used in the newspaper, and if distinguished from pure reading matter, only by the use of a distinct face of type for headings, or an asterisk or "adv." at the close of the paragraph or article. "Special notices" may be included under "classified," but in some cases are run as a department of reading notices. Same is true of "business notices." The generally accepted signification of "display" would cover advertising set in body type, but not run in reading columns.—*Newspaperdom*.

It is better to make a success by adopting good ideas for your own use than to puff yourself up with pride at having discovered a new kind of advertisement.—*Boyce's Hustler*.

Iowa's Leading General Advertiser

ON

Iowa's Foremost Daily Newspaper

The first contract taken by the Des Moines, Iowa, DAILY NEWS for advertising was before the first number was published, and was made with the Chamberlain Medicine Co., of the same city. Their advertisements appeared in every issue of the paper for ten years. **As no other paper was used by them in the city, and their medicines came rapidly into general use, no better test of the value and influence of the DAILY NEWS could well be made.** The fact of the advertising being continued for so many years is evidence that the medium was a good one. **There are few families or persons at Des Moines or in the towns and villages within a radius of one hundred miles or more who do not read the DAILY NEWS.**

CHAMBERLAIN MEDICINE CO.,

By D. S. CHAMBERLAIN, President.

DES MOINES, Iowa, October 1, 1899.

The ten years' advertising referred to by Mr. Chamberlain in the above statement was taken from 1881 to 1891. In those days the DAILY NEWS had a circulation rarely exceeding 5,000. Now, its daily issues average 26,500 copies, and its rate of \$1 a year to mail subscribers has given it exclusive control of the Iowa newspaper field, no Chicago or other Iowa daily being able to compete with the Des Moines DAILY NEWS. No newspaper in North America is able to cover its own territory so fully and exclusively as Iowa is covered by the NEWS.

Display space is sold at the flat rate of four cents per agate line, 56 cents per inch.

Want advertisements, one cent a word for each insertion, no advertisement being taken for less than ten cents.

THOSE PAINE'S CELERY ADVERTISEMENTS.

By Joseph Auld.

I have learned from PRINTERS' INK that the new advertisements of Paine's Celery Compound sent to the newspapers this season have been received with varying emotions by the newspaper fraternity and the public, many condemning them as objectionable on the score of morality, some on the score of business results, and one newspaper, the *World*, going so far as to decline to print them. That some of them do not appeal to our sense of the beautiful or attractive is doubtless true. But that they are either immoral or unfit for publication in the columns of newspapers is a conclusion which I think unjustified. Whether they are good business bringers or not, only time can show.

It will not be denied by any one, I suppose, that the first, the fundamental requirement in a successful advertisement is that it shall attract attention, that is, reach the mind through the eye. If it fails in this respect all is lost—the thought and work of preparation, the space and the money paid for it. The aim of every advertiser, therefore, in whatever branch of business he is advertising, is to produce an advertisement that will attract attention. The attention of the reader being secured, the value of the advertisement will depend upon the strength of the appeal.

Does it make any difference in the value of the advertisement how that attention is secured? Whether by a sudden shock, or by the quiet, insidious appeal, by the use of beauty and attractiveness, or by their opposites? It has been held by some good advertisers that attention is all, method nothing—that no matter how the mind is made to concentrate itself on any special subject, the appeal, if well directed, will have its effect in time. Others hold that the shock received from an unpleasant surprise, like a hideous picture, no matter what its relation to the advertisement, would so affect the mind as to kill

the appeal in the advertisement.

Let us look at these advertisements from the theoretical standpoint.

First: Do they possess the essential and fundamental quality of attracting attention?

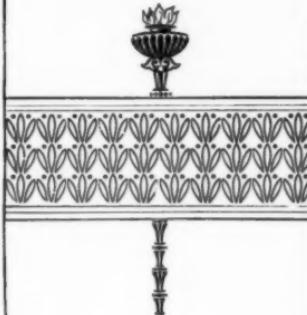
This question, it seems to me, under the circumstances, requires no answer. If they had not possessed that quality in large degree the public would not now be discussing them, and this article would not have been written. They attract attention, then; that much is certain. They possess, therefore, the first essential.

Do they possess the other essentials, the quality that will induce their reading and convince?

It seems to me that the pictures from their originality and strength would enlist the reader's curiosity sufficiently to make him read them. It is also as apparent to me that they tell their story logically and with force and carry conviction.

If we agree, then, that the pictures faithfully represent conditions, what next? The logical thought is that the condition depicted has some connection with the story attached. An examination of the story shows that the causes producing that condition of body and mind are described, and the remedy prescribed. This story is told briefly and pointedly. What more is wanted?

I will be told that the pictures are not pleasant to look upon; in fact, are so disagreeable as to create a disgust in the mind that would be fatal to a purchase of the medicine. I do not believe this. Disease and pain are repulsive in themselves, and we want to cure them. If a disagreeable condition of the body is recalled by a few strokes of the brush, rather than a great many strokes of the pen, is not the purpose and effect the same, only more vivid and reaching many more people by the brush? What is patent medicine advertising, but a description of disease, often in not very pleasant language, and prescribing a remedy? Theoretically, therefore, the new Wells & Richardson advertisements are good advertising.



SOlicitors for advertising in penny papers urge as an argument that advertising in 2-cent papers, or high-price papers, does not pay, except for high-price goods. "Bargains," they say, bring better returns in cheap papers. The domestic servants employed in the comfortable homes in the city and country, to which the *Evening Wisconsin* is delivered, regularly read the *Evening Wisconsin*'s daily bargain offerings. These servants are all well paid, receive their wages in cash each week, and are more numerous

than all the Subscribers
 of the Penny Papers in
 the same districts. *

The *Evening Wisconsin*, therefore, not only goes into the best homes in the city of Milwaukee and State of Wisconsin, but also reaches through those homes a vast army of bargain-seekers, the well-paid domestic servants and employees. *



NEWSPAPERS FOR LUNATICS.

A little known but not uninteresting branch of journalism is that which comprises newspapers written, printed and published in lunatic asylums. The lunatic journalism took its rise with a copy of *The New Moon*, issued at the Crichton Royal Asylum, Dumfries, Scotland, in 1844. Now many of the leading asylums of both hemispheres have journals. A writer in the *London Mail* gives the following particulars about them:

These magazines touch the journalistic ideal, as, being written by the readers for their own amusement, they can not fail to hit the popular taste. We find that those mentally deranged like about four-ninths of their reading to take the form of travel and heavy prose articles of a strictly theoretical nature. The rest of the contents comes in order of quantity as follows: Humor, local notes, poetry, chiefly in a light vein; special articles on local theatricals, and fiction.

The most striking feature about these journals is the almost total absence of gloom and melancholia, and we have it on the word of the doctor of one of the leading asylums that this is not owing to such contributions being tabooed. But now and again one comes on a poem or tale drenched with melancholia and morbid insanity. In one of these journals appeared a story written in the first person, about a hero—undoubtedly the writer—who had his head twisted around the wrong way. The consequence was he invariably had to walk in the opposite direction to which he wanted to walk. This terrible fate haunts him right through the story, causing him to lose friends, money and everything else which man holds dear, and ends up by his in his own mind murdering the girl who was to save him from himself. According to the story, the heroine was standing on the edge of a great precipice. The hero is standing near. Suddenly the heroine becomes giddy and totters on the brink. The hero tries to dash forward and save her, but of

course runs the other way. Here comes a break in the narrative, which is finished by the following sentence: "And the gates of an asylum for those mentally deranged shut the writer off from his friends in the outer world."

The writer gives the following quotation from an unfortunate journalist of *The Fort England Mirror*:

I met a young widow with a grown stepdaughter, and the widow married me. Then my father, who was a widower, met my stepdaughter and married her. That made my wife the mother-in-law of her father-in-law, and made my stepdaughter my mother and my father my stepson. Then my stepmother, the stepdaughter of my wife, had a son. That boy was, of course, my brother, because he was my father's son. He was also the son of my wife's stepdaughter, and therefore her grandson. That made me grandfather to my stepbrother. Then my wife had a son. My mother-in-law, the stepsister of my son, is also his grandmother, because he is her stepson's child. My father is the brother-in-law of my child, because his stepsister is his wife. I am the brother of my own son, who is also the son of my step-grandmother. I am my mother's brother-in-law, my wife is her own child's aunt, my son is my father's nephew, and I'm my own grandfather. And after trying to explain the relationship some seven times a day to friends for a fortnight, I was brought here—no, came of my own will.

Another writer declares gleefully that he never found rest from his mother-in-law before, and that he intends to continue as long as possible to hoodwink the physicians in their notion that he is insane. Another writes that the fate of all great men has been to be maltreated or overlooked by their contemporaries, and therefore he is now detained: "For the thick skulls and those of little sense are jealous of my being the first to discover that we could all live forever if we would only walk on our hands instead of our feet."—*The Literary Digest*.

The Nashville Banner

TENNESSEE'S
LEADING NEWSPAPER.

The only afternoon paper in the city,
and with a sworn circulation for the
past twelve months

Exceeding 15,000 Daily

Advertisers must use the Banner to
cover a field in which it is the representa-
tive paper, with a circulation exceeding
the combined issues of all other dailies
published in Middle Tennessee.

New York Office, 150 Nassau Street

S. S. VREELAND, REPRESENTATIVE.

NATIONAL EXPORT EXPOSITION SIDELIGHTS.

One cannot help noticing how the floors of the different buildings and the grounds also, are littered with picture cards, circulars, pamphlets, handsome catalogues and various forms of printed matter. Although men with spiked sticks endeavor to gather all this refuse in, the rate it is thrown away at far exceeds their picking-up ability.

I interested myself in the subject to the extent of interviewing the managers of several booths, and the consensus of opinion was that either novelties or samples were all the public cared to preserve. Nearly all of them reported the demand for novelties to exceed the quantity they had provided, and it appears to me that the novelty is fast becoming an important factor in advertising. A celluloid-covered book is given out by F. C. Scherer & Son; the Gregg Carriage Company presents a postage stamp holder; Mast & Co., a rule; and the "Frog in the Throat" folks give a match box, while the Whitehead & Hoag Company, from an elaborate exhibit of their advertising novelties, seem to be taking their own medicine in very good shape by distributing many handsome celluloid souvenirs.

There are many exhibits of an educational character, among them being a Brussels carpet weaving machine in full operation from the mills of McCallum & McCallum, while the Penn Silk Mills weave many balls of various colored ribbons simultaneously throughout the day. One of the most ingenious displays is the twine, rope and hemp exhibit of John T. Bailey & Company, who represent the "Olympia" in full armament, made entirely of bales, balls and hanks of rope, while the water is represented with unspun hemp of a greenish hue.

Freihoefer's Bakery is distributing small buns and have all sorts and conditions of bread-baking on display, including a large American eagle of dough baked brown.

The Ingorsoll Dollar Dewey Watch is exhibited in a liberal manner, several hundred being

used to form a likeness of the Liberty bell and the American flag. They give out a lithographed folder, the cover of which is a fac-simile of one of their magazine ads. The International Correspondence School have a large painting backing up their reception room, representing the advertisement they have used extensively, "Are Your Hands Tied?" These two concerns, I believe, use rare good judgment in thus matching other advertising they use.

In the Implement Building S. L. Allen & Company have an immense globe of the earth revolving and at the equator line a platform extends bearing cultivators, plows, harrows, etc., of this company's manufacture. They use the catch phrase, " 'Planet Jr.' girdles the Earth." The L. P. Lumis Supply Company exhibit a huge lawn mower one hundred times the size of an original, perhaps. Most of the wagon displays have life-like dummy horses or teams hitched to an attractive trap, and some harness maker usually has a sign attached, and a double ad is thus created. There are several automobiles represented, and the Fulton & Walker Company show an ambulance fully equipped with nurse, doctor, driver and patient on stretcher in life-like attitude.

The Columbia Incubator Company show one hundred chicks scampering round one of their machines. Esterbrook's pens are attractively formed by various colored pens into plants, stars, etc. A cute little bottle of beer "brewed expressly for the National Export Exposition" is given from an attractive display made by Ballantine & Company.

The Welsbach Light Company of America state the lamps used on the Esplanade are theirs by means of white and blue signs, while the various floral and shrubbery decorations about the grounds bear the cards of many florists and nursery people. The Maignen Filtration people have the buildings fully equipped at frequent intervals with drinking apparatus and do not hesitate to state the fact that the plants are supplied by them. In fact, everybody gets an ad out of everything going at the Exposition.

A DEMONSTRATOR'S CLASS.

The latest training school proposed is a "demonstrator's" class, to be organized in New York to train young women to exhibit and sell new goods in grocery stores. Manufacturers and dealers in various lines will watch this departure with interest. If the sales-women are taught to courteously address shoppers, to say "madam" in place of the offensive "lady," to display goods as if it were a pleasure to do so, and to inform themselves thoroughly on stocks in their charge, much will be accomplished. Young women with such training and abilities may always secure lucrative positions, for if the manufacturers don't want them for demonstrators, merchants will be glad to employ them on good salaries as clerks.—*Crockery and Glass Journal.*

NATURE'S MESSAGE.

During a visit to the country the editor of the Boston *Advertiser* was inspired by the panorama of multi-colored billboards that greeted his eyes, and when next he entered the seclusion of his office he dashed off this:

"All glorious nature glows with life and bracing are the breezes, while rocks and hills their message bear of cures for all diseases. Down by the shore the grim, gray cliffs stand firm above the hillock, and tell a wondering world the worth of 'Karma-Sarsaparillo.' Now autumn has her paint box out and daubs the hillocky hills, and gorgeous foliage now surrounds the words: 'Take Pinkem's Pills.' The orchards stand with yellow fruit beneath high heaven's blue vault, and laden boughs caress the sign: 'Try Seidlitz's Seltzer Salt.'”—*Profitable Advertising.*

A GIRL PRESS AGENT.

Miss Mayme Jester, probably the only female press agent in America, is a niece of "Buffalo Bill," with whose show she is. She was in the newspaper business in Duluth, Minn., when she "talked" her uncle, as she puts it, into trying her as a press representative. She got along so well that she has been on the road the entire season. "I have been told," she says, "that I am the only successful girl press agent that ever was. I don't know whether this is so or not, but though the work is sometimes exacting, there is always novelty and agreeable people everywhere. One gets good accommodations and an excellent salary, so I don't see why it does not prove a good profession for girls who must make their own living."—*Press and Printer.*

ONE MAN'S PROPHECY.

Some of these days the work of advertisement writing for the big department stores will be recognized among the arts and sciences, the writers will be entitled to wear as many letters behind their names as a college professor, and it will be taught in the great institutions of learning.—*Crockery and Glass Journal.*

REGULAR.

"I see that Cheapsale advertises big cuts in holiday books."

"Yes; they are usually illustrated that way."

Philadelphia's Giant Weekly

The plans formed by Mr. Cyrus Curtis in connection with the Philadelphia SATURDAY EVENING POST are likely to make an impression on the advertising record of 1900. No advertising for any paper was ever before laid out on a plan so comprehensive and liberal as Mr. Curtis has adopted for THE SATURDAY EVENING POST. An actual issue of 200,000 copies or upward has already been reached. No premiums nor gifts are offered.

The contents of the paper show that Mr. Curtis is producing a publication rather different from any other weekly now offered to the public.

We find the above in an exchange.

THE SATURDAY EVENING POST comes between the daily newspaper and the magazine. Have you noticed how it is being pushed in the daily papers? It is proposed to have a weekly circulation exceeding that of any other weekly, and to make it, in the weekly field, what THE LADIES' HOME JOURNAL is in the monthly field.

THE CURTIS PUBLISHING CO.

PHILADELPHIA.

A LETTER-BROKER'S EXPERI-
ENCES.557 Greenwich St.,
New York, Oct. 27, 1899.

Editor of PRINTERS' INK:

In answer to our 4-line \$1 ad running in the Little Schoolmaster we recently received an offer from the Acme Jewelry Company, Wilkesbarre, Pa., to sell us 100,000 cash order letters received by them during 1899, from their lady agents. Our Mr. Smith took the train and promptly bought the letters. Our profits on this one deal are due to PRINTERS' INK and will pay for our ad probably for twenty years, if we are in business that long.

Here's a pretty how-de-do:—Yesterday the New York *World* inserted under Agents Wanted, for \$2.10, the following ad:

AGENTS' and other letters, all kinds received from newspaper advertising wanted and to let to firms who circularize classified addresses; we pay \$3 to \$100 per 1,000; what kind, quantity and date have or do you want? Liberal commission to any one giving us a "tip" as to who has or wants letters; bought this week \$3,000 worth, including 100,000 lady agents, each of whom has received goods on consignment from a Wilkesbarre (Pa.) firm and were honest enough to pay their bills in full; any firm wishing good agents everywhere can secure first 30 days' use of these choice letters. Lum Smith, broker, 557 Greenwich street, near Houston.

The New York *Herald* positively refused the same ad at their Park Row office at anything less than \$1 per line. Their "Agents Wanted" rate is same as "Male Help," viz., 10c. line. We would however, cheerfully have paid thirty or forty cents. Finally we took the same ad to *Herald* sub-agency, 154 Sixth avenue, where it was accepted at 10c. per line and the ad appeared in yesterday's *Herald*. Great difference between \$1.30 and \$13.00!

Yours, etc., LUM SMITH,
A Man of Letters.

THE FIRST REPLY.

Office of

THE RYERSON W. JENNINGS CO.
1406 AND 1408 PENN SQUARE, SOUTH,
PHILADELPHIA, Pa., Oct. 25, 1899.

Editor of PRINTERS' INK:

I clip the following editorial from PRINTERS' INK:

Has any reader of PRINTERS' INK followed "The Story of Vanilla," Burnett's advertisement, the eleventh chapter of which appears in the October monthly?

I am decidedly of the opinion you will not get a yes from your readers, and you could widen your query and take in the Singer National Costume Series, and the result would be the same.

R. W. JENNINGS.

SCOUNDRELOUS!

A mean advertising scoundrel up in the Bronx District of New York is catching the woman trade by advertising on a plain looking-glass with the name of a wily firm written across it. Every lady as she passes gives it a glance.—*Minneapolis Journal*.

THE best illustrations are those that illustrate.

IN ROCHESTER.

Office of
ROCHESTER MUSIC CO.
HIGH-GRADE
PIANOS AND ORGANS.

ROCHESTER, N. Y., Oct. 30, 1899.

Editor of PRINTERS' INK:

We recently advertised a piano contest open to all readers of the Rochester daily newspapers, and to say it was a success is putting it mildly. We advertised that between October 3d and October 24th we would run the sentence "Kimball Pianos are the Best" somewhere in the columns of the daily papers, and every person who read the papers was entitled to send in one letter and then we would hold a drawing and the 100th letter would win the piano. We received 19,946 letters, and it had a threefold meaning to us. First, we were convinced that 20,000 people had read our advertisements every day for three weeks. Second, it gave us a line on the newspapers and showed to us the best advertising mediums, both for the city and surrounding country. Third, it gave us at least 3,000 prospects of intending purchasers. We advertise quite extensively and are interested in anything pertaining to that line, and we find lots of good things in PRINTERS' INK.

Very respectfully,
ROCHESTER MUSIC CO.,
A. J. Cooke, Mgr.

MEDICAL ETHICS.

"One of the most exasperating experiences in the routine of an every-day reporter," said a newspaper man, "is to fall foul of the thing called 'medical ethics.' Let me illustrate. Not long ago I got wind of a very unusual operation—a bit of bone splicing, by which a malformed limb was restored to usefulness—and I went to the surgeon for particulars. He refused positively to give me any of the facts or even admit that such an operation had been performed. When pressed for a reason, he said it was 'contrary to medical ethics,' and added that a medical journal was the only publication in which a regular practitioner could appear with propriety in print. Just stop for a moment to consider the situation. Here was a case of vital interest to scores, an operation, which, if known, might lead many others to seek surgical relief from afflictions they had considered hopeless, a piece of legitimate news that ought to have had the widest currency as a matter of public information—yet the surgeon was compelled to hide what he had done as if it were some offense against the morals of the community. It is an injustice to the public and an injustice to the surgeon, who deserves the same credit for a skillful piece of work that comes to men in any other profession."—*New Orleans (La.) Times-Democrat*.

THE INDISPENSABLE PAPER.

There is scarcely a family in the land into whose home a newspaper of some description does not find its way. The members of that family may never look inside the covers of a magazine, but they experience a sensation of loss if their newspaper fails to reach them.—*Newspaper Ink*.

BRIGHT SAYINGS.

PRINTERS' INK solicits marked copies of printed advertisements in which "bright sayings," terse and epigrammatic expressions, appear. There are many of them, and some of them are very good.

IT wears just as well as it looks.
EVERYTHING you wear, from bath to bed.

IF it comes from Clements, it's correct.
DOLD-QUALITY—One suggests the other.

NEWTON coal spells economy. Try a ton. It will do a ton's work.

As usual, we are a little ahead of the times. Watch the others follow.

SUITS that fit, that are shapely, that have "tone." Not one detail neglected.

Nor this shape or that shape in particular, but every shape that's shapely.

THEY will give satisfaction from the time you buy them till they are threadbare.

We are showing men how to dress well and have money left for other things.

THERE is no demand too small and no order too large for our stock or facilities.

Socks that will come out of the laundry as black as they were when they went in.

Buy as you choose, but we are quite certain you won't stop at one order, anyway.

THERE is a deception about this overcoat—it produces the impression of a \$25 garment.

We recommend these goods as safely and securely as we'd recommend an American gold coin.

FIVE dollars may be a fair price for a good derby, but we are not running a fair; our price is \$3.

We would rather lose a sale, or dozens of them, than have any one leave our doors dissatisfied.

THE pen falters in attempting to tell even partly the good things we have prepared for you.

No bankrupt stocks—damp stocks—fire stocks—fizzle stocks—humbug stocks enter this house.

No matter how fine your suit, the hat is the climax of attire and makes or mars your appearance.

WOOL is rising, so is cotton, so is labor. Still these shirts and drawers are 39 cents. Extraordinary.

THE question is not whether you can afford to buy, but whether you can afford not to buy from us.

WEATHER conditions do not affect the economical. Blow hot, blow cold, there's always a crowd at Macy's.

We are not afraid of that "Money Back" proposition, and if we're not, you needn't be—it's all your way.

THE little difference between that which is right and that which is not quite right is a great big difference.

IF ever the conventional phrase "must be seen to be appreciated" was properly employed in advertising, this is the occasion.

A POINTER: We are trying to run our

stores to suit you because you support them. If you have any complaint to make, bring it along—we'll thank you and then satisfy you.

NAPOLEON said: "There shall be no Alps"—and he marched into Italy. We say: "There shall be no Obstacles"—and on we march to the quick-time of progress and enterprise.

THE man who does the most talking doesn't necessarily have the most enthusiastic listeners. The business men who make the strongest claims are not necessarily the leaders in their lines. We make strong claims, but we back them up with the right kind of hats. May we have an opportunity to prove this to you?

I HANDLE goods that are cheap, but not cheap goods. I want my goods to become your goods and my store to become your store. When this want is realized, I shall feel sure of seeing you or hearing from you very often. Then you will bring your friends to our store and we all shall derive a mutual profit. Our joint success depends on your efforts and mine. It cannot fail if we try to please each other.

NOTES.

MR. ROBERT C. OGDEY will deliver an address at the monthly dinner of the Sphinx Club on Wednesday, November 8th, on "The Metropolitan Daily Newspaper."

THE Anaconda (Mont.) Standard issues a statement showing that it took in for subscriptions during the year ending Sept. 30, 1899, the sum of \$79,542.07.

THE French courts have decided that a railroad company is not entitled to insert advertisements on its tickets, thus making the passenger an advertising medium.

GEO. KISSAM & CO., of New York, issue a folder containing a large fine panoramic view of Niagara Falls, showing incidentally the car lines that traverse the surrounding territory, the advertising space in which the Kissam firm controls. Mr. Kissam says "it is the finest thing of the kind that has ever been gotten out," and it really is worth writing for and looking at.

Der Germania, an influential German daily newspaper of Milwaukee, announces that the Rev. Dr. Duemeling of La Porte, Ind., will hereafter have general supervision over the columns of the paper in order that no objectionable matter may appear. Dr. Duemeling is the representative of the Wisconsin and the Missouri synods of the Lutheran church, and it was practically at the dictation of the ministers that he was employed to act as censor on Der Germania.—Omaha (Neb.) Mercury.

Classified Advertisements.

Advertisements under this head two lines or more, without display, 25 cents a line. Must be handed in one week in advance.

WANTS.

WANTED—Folder—new or good second-hand. THE AGE, Coshocton, Ohio.

MONEY-MAKING advertising scheme. Pays \$6 to \$7 per day easy. Plan 25c. Address GEO. H. MILES, Grand Marais, Mich.

PRINTERS' INK.

A FIRST-CLASS salesman or solicitor and manager of salesmen, desires a first-class opportunity. "CHESWICK," care Printers' Ink.

HALF-TONES (quality guaranteed), one col. \$1; $\frac{1}{2}$ doz. \$5. Two col. \$2; $\frac{1}{2}$ doz. \$10. Larger, 10c per square inch. Send good photos. BUCHER ENGRAVING CO., Columbus, O.

I WILL accept the position of business manager on a newspaper in a city of not less than 20,000 inhabitants, in Ohio, Indiana or Illinois. Address "R. W. R." Printers' Ink.

NOTICE—We will pay \$10 for the best rough sketch of an ad submitted to us for our school, 1-inch space. Must be to the point. ILLINOIS COLLEGE OF PHOTOGRAPHY, Effingham, Ill.

WANTED—All you admitha and newspaper fellows to try the best laundry in New York; 14 branch stores; send for book. WALLACE'S SUPERIOR LAUNDRY. Factory, 120 2d Av., N. Y.

EXPERIENCED editor, single, aged 28, wants place as city editor, or to do general work on daily in big town. Hard worker. Best reference. Moderate salary. Address "J. C." No. 1215 Market St., Philadelphia.

ON or about Jan. 1, 1900, I want a position as assistant to a successful advertiser. Three years a pupil of Printers' Ink, with practical and successful experience during this time. Reference. Address "H." Printers' Ink.

ORDERS for 5-line advertisements 4 weeks \$10. In 100 Illinois newspapers, 100,000 circulation weekly; other Western weekly papers same rate. Catalogue on application. CHICAGO NEWSPAPER UNION, 16 Spruce St., New York. This price includes Printers' Ink for one year.

WANTED, a man, Doctor says, "Let up or you'll die." Had to go to Europe. Came back better, plunged in. Few months just as bad. Now I'm going to let go. Business was never more prosperous; has enough competence. All around nice, up-to-date man and business manager can make another quick. Eight man will be sold a \$5,000 interest outright and option on full control on easy terms. This will bear full investigation, but don't waste time unless you can show past business success or capital enough to pay for your experience if necessary. R. H. BROWN, Room 219 Hotel Pelham, cor. Boylston and Tremont St., Boston, Mass.

PRINTERS.

YOU can make attractive ad borders. Instructions, 2c. "JOURNAL," Montrose, Ia.

MAILING MACHINES.

PAN-AMERICAN, Matchless Mailer, pat. Jul. '99. REV. ALEX. DICK, 45 Ferguson Ave., Buffalo.

SIGN ADVERTISING.

SIGNS that sell goods. The kind we make. Samples free. RONEMOUS & CO., Balt., Md.

HALF-TONES.

PERFECT copper half-tones, 1-col., \$1; larger, 10c per in. ARC ENGRAVING CO., Youngstown, Ohio.

STEREOTYPE OUTFITS.

STEREOTYPE outfits \$15 up; new method; make your own cuts in white on black and Granotype, no etching. Send stamp. H. KAHR, 240 East 33d St., New York.

CIRCULAR ADVERTISING.

SPECIAL lists of 20,000 N. Y. State mfrs., importers and jobbers, 8,106 clubs, 175 automobile mfrs., 7,574 responsible booksellers. BOYD'S CITY DISPATCH, New York City.

NEWSPAPER INFORMATION.

FOR latest newspaper information use the latest edition of the AMERICAN NEWSPAPER DIRECTORY, issued September 1, 1899. Price, five dollars. Sent free on receipt of price. GEO. P. ROWELL & CO., 16 Spruce St., New York.

BUSINESS CHANCES.

E. P. HARRIS, 160 Nassau St., N. Y. sells publishing businesses exclusively.

BUY a publishing business to fit you. Send me your measure. I sell publications exclusively. E. P. HARRIS, 160 Nassau St., N. Y.

ADVERTISING NOVELTIES.

NOVELTY calendars. CHICAGO ENVELOPE CLASP CO., Buchanan, Mich.

FUNIRELY new line for 1900 now ready. Orders for fall delivery should be placed at once. THE WHITEHEAD & HOAG CO., Newark, N. J. Branches in all large cities.

FOR the purpose of inviting announcements of Advertising Novelties, likely to benefit reader as well as advertiser, 4 lines will be inserted under this head once for one dollar.

ADVERTISING AGENTS.

ADVERTISING AT PITTSBURG. Twenty consecutive years in newspaper and advertising work at Pittsburg has made us familiar with all requirements of this field. We believe in all our agents that the best and most effective promotion of business at Pittsburg with better success than a non-resident. Pittsburg does a business of from \$35,000,000 to \$40,000,000 a week, which is greater than Cincinnati, Louisville, Cleveland, Buffalo, Columbus and Toledo combined. Only New York, Chicago, Philadelphia and Boston outrank Pittsburg. We handle the business of a dozen firms here, and our services are rendered to advertiser, publisher and agent in correspondence, with any responsible house. For reference write any Pittsburg newspaper publisher. We are not afraid to guarantee results. THE KELLY PUBLISHING CO., 531-533 Wood St., Pittsburg, U. S. A.

BOOKS.

100 PAYING advertising schemes, 50 cents E. R. GARDNER, Atlantic, Iowa.

MY "Short Talks with Advertisers" make readable stuff for live newspapers. Help advertisers; help publishers. No schemes. One letter free. LEROY LAKE SMITH, York, Neb.

JUST issued, 1899-1900 Edition Pittsburg Blue Book. 4,000 names and families best people. Price \$4. Large advertisers who circulate have with success. KELLY PUBLISHING CO., 531 Wood St., Standard Building, Pittsburg, Pa.

ADVERTISING HELPS—"Help Over Rough Places," a new book just published, containing about one thousand new and catchy headings, attractive phrases, catch lines, etc., in invaluable book for advertiser and advertiser. \$1.00 per volume. Address E. J. SALT, Advertising Manager F. & R. Lazarus & Co., Columbus, O.

FOR SALE.

ADVERTISING scheme, \$20 a week easy. Plan for 25c. STAN ALLEN, Lorain, Ohio.

FOR SALE—Campbell "new model" Web perfecting press and complete stereotype outfit. Used few months. Practically new. Cost \$5,500. Will sell cheap. Box 246, Postville, Pa.

FOR SALE—An eight point Thorne Typesetting Machine, all boxed ready for shipment. Guaranteed in good order. Min. 500 lbs. type. Cheap for cash. COURANT-GUARDIAN, New Castle, Pa.

ONE-FOURTH interest in Republican weekly, two-thirds profits to purchaser. Price \$600, one-third cash. Splendid chance for practical man with limited capital. Large field. R. B. ROBERTS, Asheville, N. C.

PRINTING office for sale. The plant and goodwill of the Webster TIMES, only paper in town of 8,000 inhabitants. The office is well equipped with material and is doing a paying business. Will take a partner who will take charge of the editorial and local work. Good reason for selling. For particulars, address Lock Box 6, Webster, Mass.

LETTER BROKERS.

LETTERS, all kinds, received from newspaper advertising, wanted and to let. What have you or what kind do you wish to hire of us? THE MEN OF LETTERS ASS'N, 93 Greenwich St., N.Y.

SUPPLIES.

THIS PAPER is printed with ink manufactured by the W. D. WILSON PRINTING INK CO., Ltd., 13 Spruce St., New York. Special prices to cash buyers.

A LUMINUM coin medals, waterproof card-board signs, embossed aluminum, brass and enameled steel signs. We make them all. THE METAL STAMPING CO., Niagara Falls, N. Y.

ADVERTISING MEDIA.

SHOE TRADE JOURNAL, Chicago, will do the business. Rates 10c. a line.

GENERAL INFORMATION, Binghamton, N.Y. 5c. line. Close 24th. Sample for stamp.

40 WORDS, 5 times, 25 cents. ENTERPRISE, Brockton, Mass. Circulation exceeds 6,000.

ADVERTISERS' GUIDE, Newmarket, N. J. 8c. line. Circ. 4,500. Close 24th. Sample free. SUNSHINE HERALD, 292 Graham St., Brooklyn, N. Y. A monthly household magazine.

A NY person advertising in PRINTERS' INK to the amount of \$10 or more is entitled to receive the paper for one year.

THE ROCHESTER COURIER is a live weekly, printing 1,700 papers each week, in a busy manufacturing town of 9,000. COURIER PUBLISHING CO., Rochester, New Hampshire.

A BOUT seven-eighths of the advertising done fails to be effective because it is placed in papers and at rates that give no more than one-eighth of the value that might be had by placing the same advertising in other papers. If you have the right advertising and put it in the right papers, your advertising will pay. Correspondence solicited. Address: THE GEO. P. HOWELL ADVERTISING AGENCY, 10 Spruce St., New York.

THE HOME MAGAZINE, OF NEW YORK, is in its twelfth volume, having been started as the *Commercial Traveller Magazine*. One year ago the name was changed to the HOME MAGAZINE, and the office removed to New York City. Since then the energies of the MAGAZINE have been devoted more to pushing the circulation than toward building up the advertising patronage, upon the principle that circulation is absolutely essential to give advertisers satisfactory results on their business.

The circulation is now 35,000 copies, actually, of which 22,500 are regular subscribers, and the balance newsstand sales, exchange and advertising copies. A feature about our circulation is that we deal direct with the news trade outside of the American News Co.

Our rate is \$50 per page net, half and quarter-pages pro rata, or 49 cents per agate line.

We want your business because our circulation will bring you results. We are always ready to give any details to possible customers. Will you try us? THE HOME MAGAZINE, 93-99 Nassau St., N. Y. City.

ADDRESSES AND ADDRESSING.

50,000 NAMES and addresses for sale. All cities and towns; quantities, localities, to suit; lowest rates. "J. F. T." Printers' Ink.

IN press Nov. 15, Directory Shasta Co., Cal.; 1,600 names, occupations, addresses, statistics; well bound; \$1. FREE PRESS PUB. CO., Redding, Cal.

5,000 NAMES, adult male residents of Dickinson County, Kan., with p.o. addresses; the thing for advertisers; just issued; price \$2. THE CHRONICLE, Abilene, Kan.

ADVERTISEMENT CONSTRUCTORS.

WHITE, C. V. WHITE, Burke Bldg., Seattle. Wash.

MEDICAL and Mail Order. ARTHUR E. SWETT, 23 Hamilton Avenue, Chicago.

PROFITABLE ad matter written. Write CHAS. A. WOOLFOLK, 446 W. Main St., Louisville, Ky.

STRONG, terse, Anglo Saxon. MISS WOODLE, 6 Wall St., N. Y. Telephone 3601 Cortlandt.

BEST ADS bring best results; try ours; write, anyway. AD BUREAU, Box A, Farmington, Me.

MY \$6 a month ad service surprises most merchants. A request will bring particulars. J. G. MC CALL, Saratoga, N. Y.

I HK only writer of exclusively medical and drug advertising. Advice or samples free. ULYSSES G. MANNING, South Bend, Ind.

YOU get your money's worth: ads, booklets, catalogues, illustrating, engraving, printing. Advertising placed anywhere. Get my prices. PARKS, 425 Park Row Bldg., N. Y.

A PHILADELPHIA newspaper wanted more real estate advertising. I wrote some postal card ads for them that brought results. Can I be of service to you? BENJ. SHERBOW, 2125 N. 30th St., Philadelphia.

DONT use much space. I'll write ads of 1 to 4 inches that stand right out—say the right thing in the right way. Ads \$5. Ask on letter-head for booklet showing specimens. GEORGE H. HAYWOOD, 9 Amity St., New London, Conn.

IN the Women's Temple now, 6th floor, larger quarters, more light, better equipment, better able in every way to serve the interests of our clients, preparing and placing advertising, writing and illustrating business literature. Write or call. SNYDER & JOHNSON, advertising writers and agents, The Women's Temple, 184 La Salle St., Chicago.

BOKLETS, ADVERTISEMENTS, CIRCULARS. I am in a position to offer you better service in writing, designing and printing advertising matter of every description than any other man in the business. I make the fashion in typographical display. I have charge of the mechanical department of PRINTERS' INK. No other paper in the world is so much copied. My facilities are unsurpassed for turning out the complete job. If you wish to improve your tone and appearance of your advertising matter, it will pay you to consult me. WM. JOHNSTON, Manager Printers' Ink Press, 10 Spruce St., New York.

For Sale

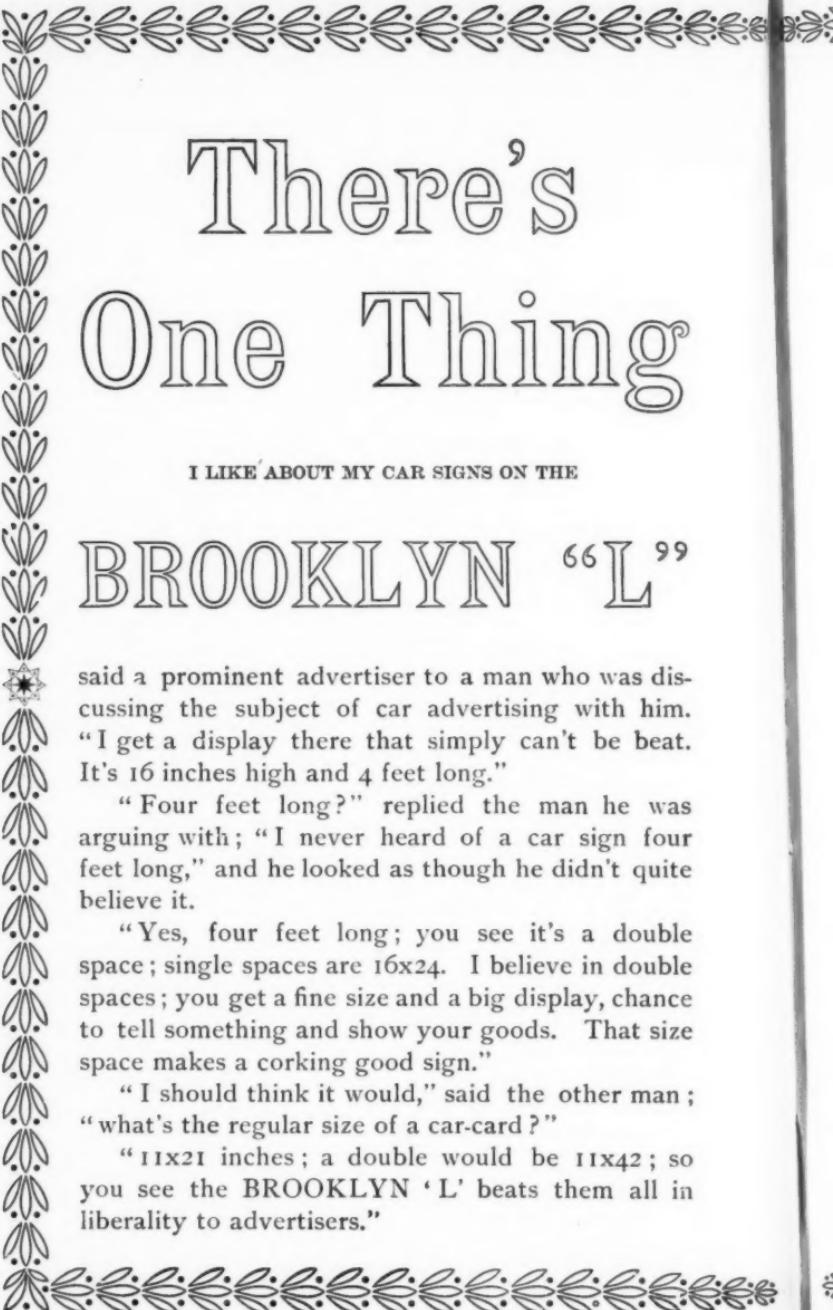
It is the medium which will give results with certainty and profit to the man or firm who has "For Sale" Addresses, Photo-Engravings, Lithographs, Drawings, etc., because such appeal to advertisers. Advertisers are the readers of PRINTERS' INK. The cost of "For Sale" advertising in PRINTERS' INK is only 25 cents a line.

It's cheap and effective. Address orders to

Most anything can be sold by advertising. It would not be wise, however, to consider PRINTERS' INK as the proper medium for every kind of a "For Sale" advertisement.

PRINTERS' INK,

10 Spruce St., New York.



There's One Thing

I LIKE ABOUT MY CAR SIGNS ON THE

BROOKLYN "L" 99

said a prominent advertiser to a man who was discussing the subject of car advertising with him. "I get a display there that simply can't be beat. It's 16 inches high and 4 feet long."

"Four feet long?" replied the man he was arguing with; "I never heard of a car sign four feet long," and he looked as though he didn't quite believe it.

"Yes, four feet long; you see it's a double space; single spaces are 16x24. I believe in double spaces; you get a fine size and a big display, chance to tell something and show your goods. That size space makes a corking good sign."

"I should think it would," said the other man; "what's the regular size of a car-card?"

"11x21 inches; a double would be 11x42; so you see the BROOKLYN 'L' beats them all in liberality to advertisers."

"Pretty good representation of advertisers, too, isn't there?"

"Best in the country; and the designs for the cards are up to date, and past it, I think."

"Does the advertising pay you?" asked his friend.

"Pay me? Well! I guess yes; what do you suppose I continue in it year after year for if it doesn't pay? I'm not paying Kissam for fun. You bet it pays."

"Well," said his friend, "it does seem as if cards of the size you mention ought to be seen by every one riding."

"Yes, they are—they can't help being. KISSAM & CO. originated real 'L' road advertising by giving a card appropriate to the length of the car, and the display is in the concave racks that are indispensable to proper advertising of this character."

"Yes, that's so," said his friend. "I have noticed their car advertising all over, and it's the best seen anywhere."

"You're right; and make no mistake, they are the largest and best in their line anywhere. And it's a pleasure to do business with them, for you always get a square deal."

If you want to learn more about Brooklyn "L" advertising write to

Geo. Kissam & Co.,

253 BROADWAY,

NEW YORK.

**FACTS
WORTH
ABOUT
LOUISVILLE**

Population, 223,235.
Value of property assessed, \$120,000,000.
Aggregate Bank Capital, \$15,250,310.
165 miles Electric Street Railway.
One fare to all Park.
10 great Railroad Systems center here.
9 great Bridges in the World.
8000 Bridges, Bridges, the One here.
9000 Police Officers.
300 men in Fire Department.
200 men in Police Department.
All leather companies, 1 water tower.
30,000 pupils in 46 Public Day Schools.
46 Charitable Institutions,
54 Newspapers and Magazines.

"WHEN YOU AIN'T GOT NO MONEY—WHY, YOU NEEDN'T COME AROUND."

This popular refrain echoes the sentiments of all advertisers to the general public.
What the advertiser wants is people with money enough to gratify their wants—
those who can easily afford to buy articles that they see advertised.

This is one reason why the general advertiser patronizes so liberally

**THE LOUISVILLE
COURIER-JOURNAL**

which circulates and covers the entire circuit of any other morning paper published
Louisville, and four times the circulation of any other morning paper published
Consequently it covers the whole field so thoroughly that no other

which circulates among the
Louisville, and has **FOUR** times the circulation of any other morning paper published
in Kentucky. Consequently it covers the whole field so thoroughly that no other
morning paper is needed by the advertiser in that territory.

The influence and character of the LOUISVILLE COURIER-JOURNAL have made it one
of the few representative newspapers of America, and it has a national—we might
almost say an international—reputation.

Daily, - - - - 28,000	35,000 75,000 <small>EACH PART</small>
CIRCULATION	

For an up-to-date, newsy, bright and widely-circulated afternoon paper there is
nothing in this field that can approach

THE LOUISVILLE TIMES

which had a daily average circulation last year of **33,405.**

For advertising rates and all other particulars write

**Tribune Bldg., The S. C. Beckwith Special Agency the Rookery
New York Publishers' Direct Representatives Chicago**

PRINTERS' INK.
A JOURNAL FOR ADVERTISERS.
Issued every Wednesday. Ten cents a copy. Subscription price, five dollars a year, in advance. Six dollars a hundred. No back numbers.

Being printed from plates, it is always possible to issue a new edition of five hundred copies for \$5.00 or a thousand copies the same price.

Advertisers desiring to subscribe for PRINTERS' INK for the benefit of advg. patrons may, on application, obtain special confidential terms.

If any person who has not paid for it is receiving PRINTERS' INK it is because some one has subscribed in his name. Every paper is stopped at the expiration of the time paid for.

ADVERTISING RATES:

Classified advertisements 25 cents a line: six words to the line; pearl measure; display 50 cents a line; 15 lines to the inch, \$100.00 a page; special position 15 lines to the inch, \$100.00 a page; if granted, discount, five per cent for cash on order.

**OSCAR HERZBERG, Managing Editor,
PETER DOUGAN, Manager of Advertising and
Subscription Department.**

**NEW YORK OFFICES: NO. 10 SPRUCE STREET,
LONDON AGENT, F. W. SEARS, 50-52 Ludgate
Hill, E. C.**

NEW YORK, NOV. 8, 1899.

GIVE as great attention to following replies as you do to getting them.

THE edition of PRINTERS' INK for the issue of November 1st was 22,625.

J. B. VAN SCIVER & Co., of Camden, N. J., who claim to be the largest furniture house in the world, publish each season a large 16-page periodical full of matter of interest to housekeepers, called *Home and Art and Hints on Furnishing*, containing incidentally announcements of specialties in furniture which the firm is offering at that time. The interesting character of the publication probably secures for its advertisements a careful reading.

THE word "blind" used in connection with an advertisement means that the announcement in question does not give any definite information in regard to what the advertiser wants or sells. The object of such an advertisement is usually to secure names to which to send explanatory matter in which the advertiser shows the wonderful profits to be made out of a proposition that ordinarily would not appeal to the public, and to the announcement of which many persons would probably not reply were its character discernible to them at the time they read the advertisement.

THE advertisement in PRINTERS' INK catches the reader at a time when he is thinking of advertising —a most opportune and desirable time. At such a time the claims of a publisher for his medium are likely to make a more definite impression than at any other.

THE 4-page advertisement of the London *Times* in the current *Atlantic*, offering the Black edition of the Encyclopedia Britannica to the American public at one-half its usual price on monthly instalments of \$5.10 (one guinea) per month, is rather an advertising curiosity. No American advertiser would make it \$5.10 a month, because he would know that it is five times easier to get \$5, involving the sending of a single bill, than to secure \$5.10, to send which a money order must be used.

A WINDOW attraction used by the Bissell Carpet Sweeper Company is thus described in the Bridgeport (Conn.) *Farmer*:

The figure is lifelike and represents a pretty housemaid, dressed in black, with dainty white cap and apron busily engaged in sweeping from the carpeted floor bits of dust and lint with a Bissell. After pushing the sweeper to and fro several times the figure lifts it, and looking up with a smile, empties it. The sweeper is then replaced upon the floor, and the operation is resumed. The poise of the figure and the ease with which the movements are made are so graceful and lifelike that it is difficult to believe the figure is mechanical, and not what it represents, an active and careful housemaid. The figure is one of several designed and made by Schweiger & Warren, of this city.

ROBERT H. FOEDERER, the manufacturer of Vici kid shoes, advertises to give every baby born in 1900 a pair of Vici kid shoes, made to order, for nothing, all that is required being that the baby be taken to the shoe dealer, who will send its measurement to the manufacturer, who will respond by sending a pair of shoes of the required size. "We do this," says the Foederer advertisement, "to keep you thinking of Vici kid, the softest, toughest, best of all shoe leathers; of Vici dressing, the most perfect dressing ever made to preserve the finish and softness of any leather; and of Vici polish, the greatest shine bringer ever produced."

THE first ad often merely makes room for those that follow.

THE success of religious novels, such as *Ben Hur*, *Quo Vadis*, *In His Steps*, and others, indicates the depth of religious feeling that obtains among the populace. It makes clear to advertisers that in order to succeed they should fight shy of religious matters, or at least not treat them in a flippant manner.

THE words "advertising scheme" are usually applied to a project whereby advertising is to be secured or sold, which is out of the general run of advertising propositions. Occasionally they are used in an invidious sense, as when an actress does something particularly noticeable or scandalous, or loses her diamonds, which is then denominated as "an advertising scheme," meaning that it is an effort to secure gratuitous publicity. As a rule, however, the words "advertising scheme" are synonymous with "advertising project," with the reservation that they are generally applied to projects that are novel and not based on recognized principles of the advertising art; indeed, most advertising schemes are in direct contravention of such principles.

MR. PERRY LUKENS, Eastern representative of the Indianapolis *Press*, the new paper which Major Richards will issue on the fifteenth of November, tells PRINTERS' INK that at this writing 25,000 advance subscriptions have already been secured in the city, with excellent prospects of immediately drawing into the fold 10,000 outside of the city. The edition for the first issue will be 100,000 copies. A curious instance of how Major Richards is regarded by advertisers is found in the fact that both Pinkham (through Pettingill) and Brent Good have written for space in the new newspaper, making no inquiries about rates, stating that they would leave the charge per thousand circulation to Major Richards, confident that what he decided they should pay would be equitable.

Buy the kind of advertising on which you can make a profit, no matter what it costs.

THE plural of "advertising medium" is either "advertising media" or "advertising mediums." One is as correct as the other, but preference is usually given to "advertising media."

A STATEMENT recording the number of complete copies of PRINTERS' INK printed for a year from November 1, 1898, to October 31, 1899, and filed with the American Newspaper Directory, shows that the total number of papers printed was 1,169,180, or an actual average of 22,484 copies each week.

A CORRESPONDENT of PRINTERS' INK sends a copy of the New York *Sun* of November 1st, on the first page of which in the middle of the fifth column, appears a reading notice of Rosskam, Gerstley & Company, dealers in whisky, of Philadelphia, telling how they had recently shipped 60,000 gallons. The notice is marked "adv," as one will always find it in the *Sun*, but the correspondent expresses surprise that that newspaper should have inserted it in so prominent a position, "right in the midst of the Boer war news." It certainly is an exceptionally excellent position for a reading notice.

To look back upon a life well spent must be as gratifying to a newspaper as it is to an individual. The reflection is caused by the following little editorial in the *Brooklyn Eagle*:

To-day, October 26, the *Brooklyn Eagle* celebrates its fifty-eighth anniversary. It is a different looking paper from the little sheet that first issued bearing the name. It circulates among the people of a different city from that Brooklyn of the '40s, that knew no bridge, no elevated or trolley roads, no parks or boulevards, no tall buildings, no immense industries, and was chiefly famed in the outside world as the place of a Navy Yard and Plymouth Church. The *Eagle* has grown proportionately with the city. It has reflected and, in a measure, has caused that growth. It is still the exponent of its opinion, the purveyor of its news. Its own material increase has been most satisfactory, and it is to-day stronger, brighter, better, more widely read and more heartily approved than ever before in its history.

TRUTH is mighty and should prevail in advertising.

DR. ADNA FERRIN WEBER, fellow in economics and social science in Columbia University, and deputy commissioner of labor statistics in New York State, has compiled a volume of 500 pages giving the statistics of city growth the world over, of which the figures concerning the United States will probably be of interest to advertisers. Dr. Weber notes, for instance, that "one-half the urban population of the United States is in the North Atlantic States and four-fifths in the territory north of the Ohio and Missouri rivers, a fact of considerable political and economic significance, and one that will help to explain the results of election contests where the economic interests of different communities come into conflict." In addition he makes clear that over fifty per cent of the city population is concentrated in five States: New York, Pennsylvania, Massachusetts, Illinois, Ohio. In the District of Columbia, in Massachusetts, Rhode Island, New York and New Jersey more than half the people live in cities; twelve other States have more than a quarter of their inhabitants in cities; fifteen have more than a tenth, and twelve, most of them in the South, have less than one-tenth. North Dakota, Idaho, Nevada, Arizona, New Mexico, Oklahoma and Indian Territory have no cities. Iowa has a much smaller city population than the surrounding States, and the Iowa people believe that the growth of their cities has been checked by railway discriminations which have favored Chicago, St. Louis, St. Paul and Omaha, as against their own commercial centers. The small towns and rural districts, in spite of the rush city-ward, still contain, Dr. Weber estimates, more than 70 per cent of the entire population of the United States. It is interesting to note in this connection that in England and Wales the proportion that lives in cities is more than twice as large as in the United States.

NEWSPAPER men everywhere who would like to act as correspondents for PRINTERS' INK should occasion arise in their localities, are invited to send their names for filing.

THE discontinuation of *Harper's Round Table* brings to mind again the fact that it is almost impossible to secure advertising for a distinctly juvenile magazine. The October number of the *Round Table*, which was the last issued, contained only two pages of outside advertising, of which almost an entire page was devoted to small announcements of stamp dealers. The back cover contained quarter page advertisements of Hall's Hair Renewer, Wool Soap, Piso's Consumption Cure and Sozodont. Advertisers do not, as a rule, look favorably upon young people's periodicals as advertising media, the impression probably being that the youngsters have no money to spend, which is true enough in the majority of cases. The only juvenile magazine which appears to have outlived this prejudice—if prejudice it be—is the *Youth's Companion*, and the reason here probably is that the majority of advertisers regard the Boston periodical as a family, rather than a juvenile publication. In such a light *Harper's Round Table* could never be regarded: It was a good boy's magazine—"only that and nothing more."

LISTS OF CITIES.

Office of
PAN-AMERICAN EXPOSITION, 1901.
BUFFALO, N. Y., Oct. 26, 1899.
Editor of PRINTERS' INK:

Can you tell me what publication will give me a list of the cities of the United States and Canada having a population of 5,000 or over? Yours very truly,
GEO. BLEISTEIN, Chairman.

The Bulletins of the census of 1890 devoted to population, give for each State a list of cities and towns having a population of 1,000 and upward. In the New York *World Almanac* for 1899 there is a list of principal cities and their population, according to State censuses of 1895, which goes down as far as populations of 6,000.—[ED. PRINTERS' INK.]

**THE PURCHASING PUBLIC
of
WESTERN NEW YORK**

can be most thoroughly and economically
reached through the columns of the

**Buffalo Courier AND
Buffalo Enquirer**

with a combined circulation exceeding

85,000 DAILY
(GUARANTEED)

The low rate per thousand circulation asked
makes this the **cheapest advertising prop-
osition in New York State Dailies outside
of Manhattan Island.**

J. E. VAN DOREN SPECIAL AGENCY,

PUBLISHERS' DIRECT REPRESENTATIVES,

Tribune Bldg., New York.

Boyce Building, Chicago.

CARDS FOR A BAKER AND CONFECTIONER.

By John C. Graham.

To my way of thinking the baker who would go to the trouble of having the following cards neatly and plainly written and hung up prominently in his store would reap a good advantage therefrom by way of increased sales. These are given for what they are worth, and are made as general as possible, so as to be adaptable almost anywhere.

Don't feed your children on cheap bread. There is no nourishment in it and it does not satisfy their hunger. They will grow strong on our bread.

Our "fresh rolls" are not simply fresh made, but are made of fresh materials. Everything in them is pure, wholesome and appetizing.

Do you notice the distinct and pleasant flavor possessed by our bread? It is the result of purity and careful kneading and baking.

Keep your whole family healthy by eating only the purest of bread. It is the staff of life. Our ambition is to make and sell the purest.

Our customers "take the cake" because they like it, and know that it is pure. Try some of it yourself and share their knowledge.

We positively pride ourselves on all our breadstuffs. We know they have no superior, and we are doubtful about their equals. You ought to know, if you are a regular customer here.

Don't be selfish. If you are satisfied that our bread is better than you can get elsewhere, tell your friends. They will thank you.

Don't bother making pastry. You will perhaps be taking chances of success, whereas we will make for you all you want, and save your time, care, trouble and money.

A cup of good coffee and some hot rolls in the morning will send your husband to business in good humor. N. B. We supply the right sort of rolls.

Those fancy cakes for the children—have you forgotten them? Just take a few home, sample them yourself, and you will thank us for reminding you.

Avoid the heat and worry of baking—and the risks. You will get at least as much satisfaction from our bread and save time and worry.

IN THE SOUTH.

Mr. Howard E. Weed, manager of the Farm Specialty Company, of Griffin, Ga., in a recent issue of *Agricultural Advertising*, instructs the readers of that journal as to advertising possibilities in the South, as follows:

There is at present considerable call for information regarding incubators. The very high price of eggs and chickens during the past year has called attention to this neglected industry. Scarcely a home market is supplied with its chickens and eggs from the surrounding country. This is not because chickens cannot be raised as profitably anywhere in the South as in the North, but simply because the industry is as yet undeveloped. Manufacturers of incubators will do well to take note of these facts.

It is said that there were more mowers and reapers sold in 1898 in the South than in the twenty years preceding. This shows how much can be done. Wheat is now being grown to quite an extent in Georgia, while less Western hay is being brought in. There is a large field for mowers and reapers. Every large farmer will have one in the course of a few years.

As dairying is the foundation for successful agriculture in the North, so also must it become in the South. A creamery has just started in Griffin, Ga., the second one in the State. In all sections of the State the farmers are asking that other creameries be started. Thus there is a call for dairy supplies of all kinds.

It is only during the past five years that that most useful implement, the "weeder," has been upon the market. The object of this machine is two-fold—to kill the young weeds just starting and to form a fine earth mulch upon the surface of the ground. It is mostly for the latter purpose that this implement should be used in the South, and for this purpose it is a necessity upon every farm. Manufacturers should introduce these implements in different localities.

WOMEN DRUMMERS.

Why, indeed, should women not be drummers? They are quite as active and as active as the men, and have far better manners. They do not ogle ladies, they do not run after actresses, they do not run up hotel bills at the expense of their employer and they do not buy new clothes out of the money for extras.—*New York Journal*.

THIS reputable publisher doesn't object to stating his circulation. He doesn't object to telling the truth about it. He says to the advertiser: "I give so much publicity with this certain class of people. If you desire to reach this class it will cost you only a fair market price."—*Bates*.

A COLOR PRINTING MACHINE.

A machine has been introduced into England for printing in colors, which, says *Engineering*, is in its operation a departure from any machine hitherto used for a like purpose. It is the invention of Ivan Orloff, chief engineer and manager of the Russian government printing works, at St. Petersburg. In the ordinary flat color printing machine the successive colors are applied one at a time as each one becomes dry, but the Orloff machine puts down all the colors on the paper at once. The principle is as follows: The blocks which take the different colors are fixed to a cylinder of large diameter, and each block receives the supply of colored ink intended for it, and as the cylinder revolves the ink on each block is transferred to a composition roller very similar to an ordinary inking roller. After all the colors have been transferred to this roller, each in its proper position, an engraved block or form follows, and receives a perfect impression from the composition roller. Thus impressed, the form passes on and comes in contact with the paper on the impression cylinder, where it prints all the colors at one operation. The whole of these varied transfers are performed during one revolution of the cylinder. While the blocks pass under the inking rollers, the latter are at the proper time lowered by a system of cams so as to come into contact with the blocks which they are intended to ink. The number of colors that can be used is only limited by the number of blocks and the size of the machine. All the operations go on continuously, as the cylinder revolves in one direction only. The number of finished impressions is stated to be about 1,000 an hour. The machine was originally designed for the Russian government to print multi-colored patterns for bank notes.—*Bangor (Me.) Commercial.*

ADVERTISING WATER.

There would seem to be a good field for a bright advertiser to put before the people a quality of water which would recommend itself to them because of its purity and wholesomeness. Especially at this season of the year, in all cities throughout the country, there is more or less harmful result from the water which we drink. If a bright firm would take hold of the distilling of water in each community and push the matter, they would soon have a business which would yield them immense profit. People, as a rule, are easily approached on the subject of drinking water, and it is only necessary to call their attention to the advantage of the water which you handle and let them know at what a trifling expense they could use properly filtered or distilled water, and they would readily invest their nickels, dimes and quarters in the jugs filled with water which would not only satisfy their thirst, but would also protect their health. So many advertisers are seeking for patent nostrums and endeavoring to get some panacea for all the ills of life that they have quite overlooked this homely necessity.—*Advertising World.*

PARIS EXHIBITION CATALOGUES.

The catalogue of the exposition of 1900 is being planned and prepared. Those of the expositions of 1878 and 1889 were great, clumsy paper books, awkward to handle. The object is to make this one practical in size and contents, without needless expense, and it is to be an example of French taste in printing and bookbinding. The catalogue will be composed of eighteen volumes, one for each group in the general classification. The size adopted is that of the *Baedeker* guides. Each volume will contain a general plan of the exposition and a special one of the group to which the book belongs, the latter plan enabling visitors to find at once any desired exhibit. For each class the volume will contain (1) a short historical notice of the productions of that class; (2) the catalogue of the retrospective exhibitions; (3) the catalogue of the French section, with names of exhibitors in alphabetical order; (4) the same for foreign exhibit, and (5) an alphabetical list of names of exhibitors. Besides this general catalogue special ones will be published of the fine arts and of centennial, contemporary and retrospective exhibits of French art. Both general and special catalogues will be put on sale at the opening of the exposition, and the publisher is privileged to issue two months later a second edition containing photogravures of the gardens, some exhibits and the interiors of the palaces and pavilions. The price of the different volumes shall not exceed three francs. The subject matter has been furnished by persons specially competent in each class.—*Chicago Post.*

IN THE BRIGHT HEREAFTER.

When public advertising begins to promote public civilization instead of societies to keep signs and posters off the fences and trees and to prevent the general desecration of the face of nature. In the golden days to come there will be a select number of artistic billboards in cities, on which pleasing pictorial announcements, done by able artists, will disclose facts about theaters and other such matters beneficial to the public to know. The rest of the advertising will be done in periodicals, which will abound considerably. No advertisement will be allowed on the stations of the Elevated Railroad in New York, and it is doubtful whether the cars of our surface roads will carry advertisements then.

Meantime, it will be a considerable solace to us if the street railroad magnates in New York and other cities will give up the objectionable practice of pasting their notes on the windows of cars. As it is, they sell every inch of available wall space in their vehicles to advertisers, and when they have something to say for themselves up go their posters on the window panes. The public is entitled to have the car windows left clear. The railroad people should not be so greedy. Let them put their notices where they don't interrupt the view, even though they crowd an advertisement out.—*Life.*

The returns from an advertisement prove its most valued criticism.—*Advertising World.*

ARRANGED BY STATES.

Advertisements under this head 50 cents a line each time. By the year \$65 a line. No display other than 2-line initial letter. Must be handed in one week in advance.

CONNECTICUT.

THE New London (Conn.) Day prints twice the news and has twice the circulation of any paper in New London. It is the newspaper to cover the whole field.

GEORGIA.

SOUTHERN FARMER, Athens, Ga. Leading Southern agricultural publication. Thrifty people read it; 25,000 monthly. Covers South and Southwest. Advertising rates very low.

MAINE.

THE COURIER-GAZETTE, Rockland, Maine. It goes regularly into a larger number of families in Knox County than any other paper published. "All the Home News" its motto. Advertising costs a little more than in some papers, but if you're in THE COURIER-GAZETTE you're sure to be seen.

CANADA.

CANADIAN ADVERTISING is best done by THE C. E. DESBARATS ADVERTISING AGENCY, Montreal.

CLASS PAPERS.

ADVERTISING.

PRINTERS' INK, published weekly by Geo. P. Rowell & Co., was the first of the now numerous class of journals devoted to advertising. It also likes to call itself The Little Schoolmaster in this field. It is the oldest advertising journal in the U. S. and has had nearly two hundred imitators.

PRINTERS' INK aims to teach good advertising by publishing good advertising methods, giving examples of good and bad advertising and telling why. It also considers the value of newspapers as advertising mediums. Its columns are wide open for the discussion of any topic interesting to advertisers. Every advertising man who is interested in the art of advertising can learn PRINTERS' INK's way of teaching it by exciting thought and discussion, expressing occasionally an opinion in favor of one plan and opposing another, but making no effort to be consistent, advocating to day to day's opinions and abandoning yesterday's theories to the dead past. Average circulation during 1898, 23,171. Subscription price \$5 a year. Advertising rates, classified 25 cents a line each time; display 50 cents a line. Address PRINTERS' INK, 10 Spruce St., N. Y.

Displayed Advertisements.

50 cents a line; \$100 a page; 25 per cent extra for specified position—if granted. Must be handed in one week in advance.



COIN CARDS.—Any printing on them you wish, 6 holes, \$4 per M., 100 prepaid, 75¢; 1 dog, 10¢. One hole cards, any printing, \$3 per M. THE STATIONERS' MFG. CO., Detroit, Mich.

New London, Conn.

It is a good section for advertisers to cover. City of 18,000 well-to-do, home owning people who know what they want and have the money to buy it.

The New London Day

covers this city and all the surrounding district better than all other New London papers combined. Circulation, 4,300 daily; double that of its nearest competitor.

WANTED.—Case of bad health that R. I. P. A. N. S. will not benefit. Send 5 cents to Ripens Chemical Co., New York, for 10 samples and 1,000 testimonials.

THE ARIZONA REPUBLICAN

Published at Phoenix, the Capital of Arizona, asks for patronage on these grounds:

It is the only newspaper in Arizona published every day in the year.

It is the only newspaper in the Southwest, outside of Los Angeles, that operates a perfecting press and a battery of Linotypes.

It is the only newspaper in Arizona that has a general circulation.

The circulation of the REPUBLICAN exceeds the combined circulation of all the other daily newspapers in the Territory.

For rates address,

Charles C. Randolph, Publisher, or
H. D. LaCoste, 38 Park Row, New York.

The Pawtucket (R. I.) Evening Tribune

goes into the homes of the wage-earners of the Blackstone Valley (a hive of industry with 100,000 population and 60 varied lines of manufacturing), who carefully scan its advertising columns, because they buy the closest.

The only Democratic daily in its territory, The Tribune is steadily growing in circulation, prestige, influence and popularity. The leading local and general advertisers are constantly represented in its columns. **Write for rates.**

THE TRIBUNE PUBLISHING CO., . . . Pawtucket, R. I.

J. W. BUCKMASTER, Advertising Manager.

JOLIET enjoys a distinction other than that of being a great manufacturing city with big monthly payrolls to workingmen. It has 24 public schools, 13 of them built in 12 years, costing \$256,000. They are the finest structures for the purpose in America. A new high school building to cost \$150,000 and two ward schools are to go up next spring. There are seven church schools. Two first-class hospitals, two orphan asylums and many churches.

Its citizens are good people, well educated, spend money intelligently and nearly all read

THE DAILY NEWS.

To Reach
All Classes

Advertise in

Springfield
(Mass.)
News

The price of the paper puts it within the reach of all. No family with any purchasing power but can afford a one-cent daily.

The news and editorial quality of the paper make it a necessity to those to whom its low cost is no consideration.

These facts explain the fact that, whatever other papers the people of Springfield and vicinity take, they all have

The Springfield News

I place the utmost reliance upon the circulation quotations in the American Newspaper Directory, and the publisher who offers excuses and protests against its inaccuracy has no one to blame but himself, as a correct rating is easily obtained by simply telling the truth and supplying the necessary figures. Failure to do this places any publisher in the category of circulation prevaricators, to which class he evidently belongs.

Advertisers should patronize such publications as afford definite information and avoid all others as a rat would a sinking ship.—*Advertisers' Guide for June, 1899.*

THE EVENING Journal
OF JERSEY CITY, N. J.

Was selected by a Committee of Advertising Experts appointed by the American Newspaper Directory as the newspaper in New Jersey entitled to highest rank for size, class and quality of circulation and consequent advertising value.

Average Daily Circulation in 1898 . . . 14,890

Facts about 96 Drug Stores in Chicago

55 proprietors of drug stores in the midst of purely Bohemian localities are Bohemians

41 other drug stores are located in neighborhoods where Bohemians prevail by 75 per cent and find it profitable to employ Bohemian pharmacists and clerks. The Bohemians patronizing these 96 drug stores are influenced by advertising and buy articles advertised as do other people.

The 100,000 Bohemians of Chicago

are educated and economizing, most of them owning their own homes. A large majority read the

Svornost

their daily bulletin of news, and therefore the proper medium to reach them.

Write to

M. GERINGER, Manager,
Svornost Building,
Chicago, Ill.

or **STEVE W. FLOYD**,
1313 American Tract Society Bldg.,
New York, N. Y.

BALTIMORE'S AFTERNOON FIELD

is fully as valuable, if not more so, than the morning field. Three papers divide the reading constituency of the morning, but the afternoon field is practically the exclusive possession of

The Baltimore News

which circulates more copies in its home city than any other newspaper.

The daily average circulation of THE NEWS during the month of September, 1899, was

32,921.

M. LEE STARKE,
Mgr. Foreign Advertising,
52 Tribune Building,
NEW YORK CITY.

S. S. RECKEFUS,
Western Representative,
Boyce Building,
CHICAGO, ILL.

"Be sure you're right, then go ahead."

Make certain that the medium through which you propose to place your announcement before the public is the right medium in the right place. A newspaper like

The Brooklyn Daily Eagle

the acknowledged home paper of the Borough of Brooklyn, circulates among the people to whom your advertisement will appeal.

Magazine Propositions

For \$65 Per Month.

1/4 Page in Frank Leslie's Popular Monthly.
" Ainslee's Magazine.

Including the writing and illustrating of a new advertisement each month (twelve in all), engravings and electrotypes, placing and checking ads. Bills payable monthly in advance.

For \$88 Per Month.

1/4 Page in Frank Leslie's Popular Monthly.
" Ainslee's Magazine.
" Metropolitan Magazine.

Including the writing and illustrating of a new advertisement each month (twelve in all), engravings and electrotypes, placing and checking ads. Bills payable monthly in advance.

For \$100 Per Month.

1/4 Page in Frank Leslie's Popular Monthly.
" Metropolitan Magazine.
" Ainslee's Magazine.
" National Magazine.

Including the writing and illustrating of a new advertisement each month (twelve in all), engravings and electrotypes, placing and checking ads. Bills payable monthly in advance.

For \$110 Per Month.

1/4 Page in Pearson's Magazine.
" Metropolitan Magazine.
" Ainslee's Magazine.
" Nickell Magazine.
" National Magazine.

Including the writing and illustrating of a new advertisement each month (twelve in all), engravings and electrotypes, placing and checking ads. Bills payable monthly in advance.

For \$125 per Month.

1/4 Page in The Puritan.
" Ainslee's Magazine.
" Metropolitan Magazine.
" Frank Leslie's Popular Monthly.

Including the writing and illustrating of a new advertisement each month (twelve in all), engravings and electrotypes, placing and checking ads. Bills payable monthly in advance.

For \$125 per Month.

1/4 Page in Frank Leslie's Popular Monthly.
" Ainslee's Magazine.
" Metropolitan Magazine.
" Nickell Magazine.
" National Magazine.

Including the writing and illustrating of a new advertisement each month (twelve in all), engravings and electrotypes, placing and checking ads. Bills payable monthly in advance.

For \$155 per Month.

1/4 Page in Pearson's Magazine.
" Frank Leslie's Popular Monthly.
" Ainslee's Magazine.
" Metropolitan Magazine.
" Nickell Magazine.
" National Magazine.

Including the writing and illustrating of a For further particulars address

new advertisement each month (twelve in all), engravings and electrotypes, placing and checking ads. Bills payable monthly in advance.

For \$175 per Month.

1/4 Page in The Puritan.
" Ainslee's Magazine.
" Metropolitan Magazine.
" Frank Leslie's Popular Monthly.
" Nickell Magazine.
" National Magazine.
" Pearson's Magazine.

Including the writing and illustrating of a new advertisement each month (twelve in all), engravings and electrotypes, placing and checking ads. Bills payable monthly in advance.

For \$210 Per Month.

1/4 Page in The Puritan.
" Ainslee's Magazine.
" Metropolitan Magazine.
" Frank Leslie's Popular Monthly.
" Strand Magazine.
" Nickell Magazine.
" National Magazine.
" Pearson's Magazine.

Including the writing and illustrating of a new advertisement each month (twelve in all), engravings and electrotypes, placing and checking ads. Bills payable monthly in advance.

For \$240 Per Month.

1/4 Page in McClure's Magazine.
The Puritan.
" Ainslee's Magazine.
" Metropolitan Magazine.
" Frank Leslie's Popular Monthly.
" Nickell Magazine.
" National Magazine.
" Pearson's Magazine.

Including the writing and illustrating of a new advertisement each month (twelve in all), engravings and electrotypes, placing and checking ads. Bills payable monthly in advance.

For \$275 Per Month.

1/4 Page in Munsey's Magazine.
" McClure's Magazine.
" Cosmopolitan.

Including the writing and illustrating of a new advertisement each month (twelve in all), engravings and electrotypes, placing and checking ads. Bills payable monthly in advance.

For \$300 Per Month.

1/4 Page in Munsey's Magazine.
The Puritan.
" Ainslee's Magazine.
" Metropolitan Magazine.
" Frank Leslie's Popular Monthly.
" Strand Magazine.
" Nickell Magazine.
" National Magazine.
" Pearson's Magazine.

Including the writing and illustrating of a new advertisement each month (twelve in all), engravings and electrotypes, placing and checking ads. Bills payable monthly in advance.

Charles Austin Bates

Vanderbilt Building, New York.

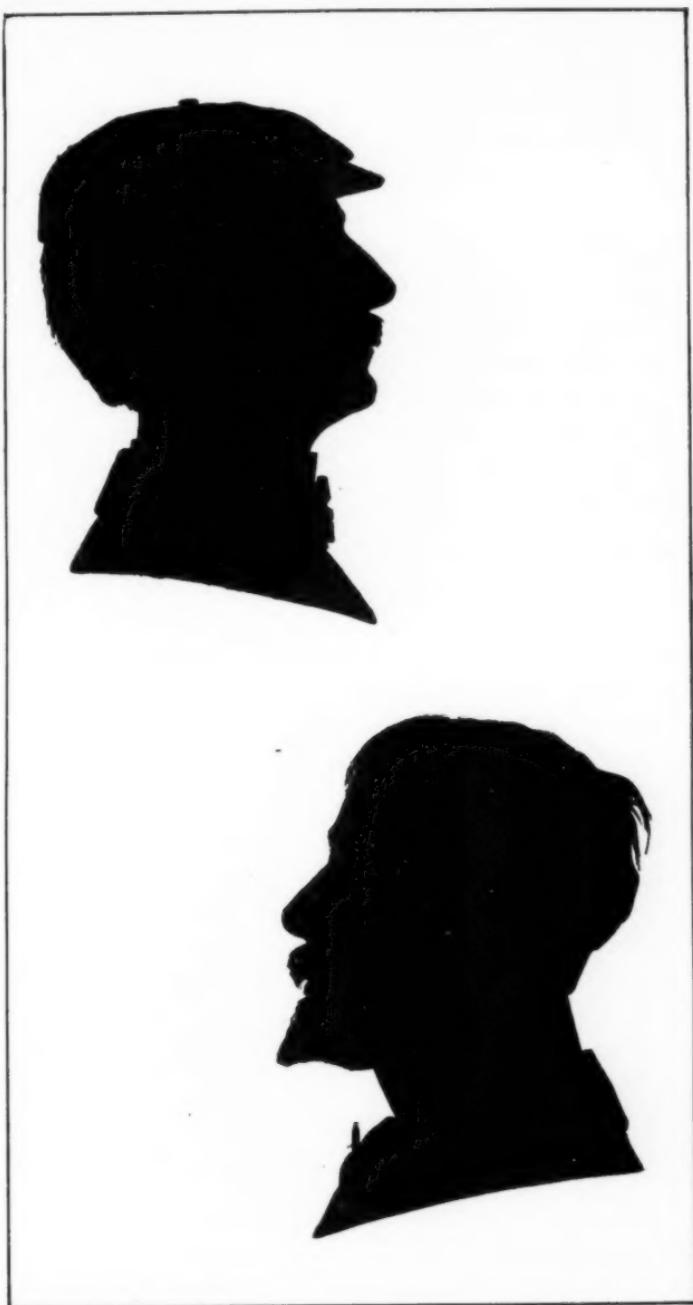
More Good News From Pittsburg

Contracts aggregating \$50,000,000 placed for steel rails. Bulk of it comes to Pittsburg. Will keep the rail mills running day and night for nine months. These orders on top of others for iron and steel make more than one whole year's orders booked ahead. Think of such wonderful prosperity!

Sixty Million Dollars disbursed annually among wage earners by Pittsburg industries. Pittsburg, the greatest city in the world! The center of the most fertile advertising field in the United States. Within a one hundred mile radius of Pittsburg there are three million people.

In this territory one morning newspaper has been the leader in circulation for twelve consecutive years. That paper is

THE
PITTSBURG
TIMES



IN dealing with newspapers and periodicals and paying them large sums for advertising it often appears essential to the advertiser to know about the stability, character, standing and present circulation of a particular publication under consideration. The information conveyed by a newspaper directory is necessarily brief and touches only upon well-defined lines. A timely knowledge of some important detail of the past, present and the probable future of a paper may occasionally prevent an unwarranted expenditure. What seems gold on the surface is sometimes only gilding.

The American Newspaper Directory Confidential Information Bureau, with the more than thirty years' experience of its founders, and with the facilities at their command, is willing to convey to its subscribers such confidential information as it may possess. It is often in a position to tell about a specified publication just what an advertiser would very much like to know. It will deal only with papers credited with a circulation of a thousand copies or more. With smaller circulations the general advertiser can not profitably concern himself. Address

THE AMERICAN NEWSPAPER DIRECTORY,
10 Spruce St., New York.

DEPARTMENT OF CRITICISM.

By Charles Austin Bates.

Readers of PRINTERS' INK may send to this department advertisements, booklets, catalogues or plans for advertising. As many as possible will receive full, honest, earnest criticism. There is no charge for it. PRINTERS' INK "pays the freight."

Heretofore the most prominent example of success without advertising, in retail lines, has been Brokaw Bros., the clothiers of New York.

This concern has furnished the unfailing example for the man who believes that advertising doesn't pay, and now I have just received from Brokaw Bros. a booklet advertising livery, and taken altogether it is a very decent looking booklet. To be sure, when you stack it up against the livery booklet of Rogers, Peet & Co. it looks like about twenty cents less than half a dollar, but the fact that it is issued at all may possibly be an indication that Brokaw Bros. have discovered that there is a difference between the times of 1899 and those of 1865.

* * *

A daily newspaper man says that the monthly magazines are losing ground.

He says that the magazine sections of leading dailies contain as good, and more matter, as is printed in the monthlies.

And *McClure's* for November contains two hundred and twelve pages of paid advertising and ninety-six pages of reading matter, showing an income from advertising for this one issue of about sixty thousand dollars.

The *Ladies' Home Journal* for November contains sixty-seven columns of paid advertising, representing a gross business of sixty-seven thousand dollars.

The rush of business into the *Century* made it necessary for its publishers to send out notices that nothing more could be accepted for the December issue.

* * *

Mr. Freeman, advertising manager of the *New York Journal*, asserts that the magazine advertiser can advertise more effectively, at less cost, in the magazine sections

of the great Sunday newspapers than he can in the bound monthly magazines.

I have been figuring on it.

It seems that a space ten inches deep and three columns wide, or, approximately, sixty-five square inches, can be inserted one time in sixteen of the most prominent Sunday newspapers at a total net cost to an advertising agent of \$904.17. This is figuring on twelve insertions and secures the five-thousand-line rate. The newspapers considered are:

Boston—*Herald* and *Globe*.

New York—*World*, *Herald* and *Journal*.

Philadelphia—*Press* and *Inquirer*.

Baltimore—*Herald*.

Washington—*Post*.

Pittsburg—*Dispatch*.

Cincinnati—*Enquirer* and *Commercial-Tribune*.

Chicago—*Times-Herald* and *Tribune*.

St. Louis—*Republic* and *Globe-Democrat*.

The estimated total circulation of these papers is 2,836,000 copies per issue, showing that a space of sixty-five square inches in these papers costs at the rate of thirty-two cents per thousand circulation.

This circulation of 2,836,000 is just about equaled by the combined circulation of *Munsey's*, *McClure's*, *Scribner's*, *Century*, *Cosmopolitan*, *Harper's*, *Review of Reviews*, *Leslie's* and the *Ladies' Home Journal*.

At the lowest net rates to advertising agents, a page space, forty-four square inches, one time in this list of magazines will cost \$2,697, or ninety-five cents per thousand circulation.

My estimate of circulation of both newspapers and magazines has been conservative and it is probable that the actual circulation in both cases will exceed my figures. This, however, is as fair to one as to the other, and the gist

of the comparison is that sixty-five square inches in the magazine sections of the newspapers cost thirty-two cents per thousand, while forty-four square inches in the monthlies cost ninety-five cents per thousand.

In other words, a space in the magazines only two-thirds as large as that in the newspapers costs three times as much. A space of equal size in the newspapers would cost about one-fifth of what it would cost in the magazines.

Now, is magazine circulation five times as good as Sunday newspaper circulation?

It is certain that the readers of magazines, as a whole, are more generally well-to-do than the readers of the Sunday newspapers.

The Sunday newspaper costs five cents and is generally looked upon as a necessity.

A magazine costs from ten to thirty-five cents and is essentially a luxury.

The advantage of quality is certainly with the magazines.

But we may have one-fifth the cost, or five times the circulation in the newspapers. Certainly there must be one-fifth as many well-to-do, or even rich, people who read the Sunday newspapers as read the magazines. It would seem that there ought to be many more than one-fifth.

The magazines place an advertisement in a bunch with anywhere from fifty to two hundred other pages of advertising.

It is reasonably certain that the newspapers will place an ad of such a size at the top of column, next to reading matter, and very probably with reading matter following.

In the matter of position, therefore, the newspaper ad is superior to the magazine ad.

The life of a magazine is longer than that of a newspaper.

The life of the Sunday newspaper is one day. On Monday it is a dead issue.

A magazine is alive from one to thirty days, but the chances are that its advertising pages will not be looked at very studiously after the first perusal. At the same time, the fact that the magazine is kept in the house is an advantage

to any one who hopes to secure orders by mail. It is probably seldom that the reader of an advertisement goes at once to her writing desk to send in an order for the article advertised. The sending of the order is put off until a more convenient time, and when that convenient time comes the advertisement must of course be looked up for the address and other particulars.

This advantage the transitory newspaper misses, and one can readily conceive that this advantage may well be worth the difference in price.

As a matter of fact, both newspaper and magazine advertising are valuable. In many cases one is more valuable than the other, and more often both are desirable and both may be profitably used.

If only a small amount of money is available, and it seems essential to pretty generally cover the United States, the magazines will give more general conspicuousness for the price than can be secured in the newspapers.

In order to get the newspaper rates I have figured on, it will be necessary to spend in these papers at least twenty thousand dollars, and to get the best effectiveness the work should be done within three months.

The use of page ads in all of the magazines I have referred to, for three months, would cost a little over eight thousand dollars, so if it be desirable to get the news of one's business over the entire country in three months, and only eight thousand dollars are available, it would be better to spend that amount in the magazines.

If, on the other hand, there were twenty-eight thousand dollars available for three months' work, a combination of these newspapers and magazines would cover the section of the United States north of Virginia and east of Kansas more thoroughly and more economically than any other plan.

There is, of course, the possibility of a wide difference of opinion as to just which papers should be used in some of the cities mentioned, and it would be quite possible to add one or two strong Sunday papers in several other

cities. This would not materially change the plan.

If an advertiser would use these large spaces in approximately the two lists I have given, he could afford to ignore all class publications, all weeklies and all small dailies. In fact, with a very few exceptions, the more he adds to these lists the less wise will be his investment.

I am perfectly aware that this is a general proposition, and that if my statements are taken literally and absolutely they are full of inconsistencies. I know perfectly well that it would be possible, and perhaps in some cases wise, in the magazine list to substitute other publications for some I have named. Some possible substitutes are the *Delineator*, the *Woman's Home Companion*, the *Ladies' World*, the *Gentlewoman* and the *Christian Herald*. However this may be, it doesn't alter the principle on which I am figuring, and that is the use of large space in the strong publications to the exclusion of the weaker ones.

A visitor said to me the other day, referring to a rather conspicuous line of advertising, "Why, I see it everywhere all the time."

As a matter of fact, he did no such thing. What happened to him was that whenever the advertising appeared he saw it. It was so big he couldn't help seeing it. It was prominent, striking, distinct.

It is a good deal better to have that kind of advertising less often than to have small, inconspicuous, ineffective work all the time.

It is better to have a few good, big, strong ads in a few good, big, strong publications than to have a small ad in a large number of small publications.

Which last statement is quite some distance from my starting point in this talk, but, nevertheless, its words are words of wisdom.

* * *

The publisher of a prosperous monthly told me the other day that the day of the weekly was past and that Mr. Curtis' *Saturday Evening Post* was predestined to failure.

Mr. Spaulding, the New York

representative of the *Saturday Evening Post*, says that the advertising columns in the December issue of the *Post* are oversold, that no more orders can be taken, and that the *Post* is running along now with an average that would mean one hundred thousand dollars' worth of advertising per year.

Which shows that there is plenty of room for disagreement about comparative values in advertising.

* * *

The publishers have adopted the "houp-la" style of advertising, and perhaps the most pronounced example of this is given in the following announcement of Dodd, Mead & Company:

Paul Leicester Ford's great novel and a few facts concerning it. There has lately been published in every city of the United States, what will doubtless be the book of the season; while many will claim it to be "The Great American Novel." Its title is "Janice Meredith," and its author is Paul Leicester Ford. There are ten important facts concerning this book:

(1.) It is by the author of "The Hon. Peter Stirling," one of the most remarkable books of recent years.

(2.) It is a love story, charmingly and simply treated.

(3.) It is a story containing a mystery.

(4.) It is a novel of the American Revolution, of the history of which period the author has long been an acknowledged master.

(5.) It is an attempt to do in the North what Thackeray did in the South with "The Virginians" during the same period—that is, to depict the actual conditions of social and political life.

(6.) Washington and Hamilton come repeatedly into the story; the character of the hero being founded on that of Hamilton.

(7.) The scene is laid on Manhattan Island, on the Jersey shore, and in Delaware; it treats of the encampment at Morristown, and of all the stirring events of the war.

(8.) It contains upwards of 500 pages and is well printed, with a frontispiece portrait of Washington in lithograph, and bound in novel style, having an ideal miniature of the heroine in color on the cover.

(9.) Every American, every novel reader, every student of the Revolution, every one that has enjoyed "The Hon. Peter Stirling," and every lover of romantic literature will enjoy it.

(10.) The first edition of 30,000 copies has been exhausted, and a second large edition is in press. Price, \$1.50, Dodd, Mead & Company publishers, New York.

I don't believe I like it.

It shows us a little too much of the machinery of the novel.

We like to believe that our novels are true. We like to feel that the story we are reading is a veracious tale, and we dislike to be called to one side by the author and shown the cog-wheels that make the puppets move. We want our heroes to be real heroes, and have real troubles, and we want our heroines to weep real tears.

We don't care what the author is attempting to do in the way of depicting "actual conditions of social and political life."

I don't think we like to be told that "the character of the hero is founded on that of Hamilton." That tells us at once that the hero is made of cog-wheels and leather and is probably stuffed with sawdust. To be sure, most of the heroes in novels are stuffed with sawdust, but it is the author's business to conceal it as much as possible.

This advertisement gives the "ten important facts"—the formula, which plainly states the ingredients with which Mr. Ford has concocted his "great novel." He has taken a certain amount of love story, a pinch of mystery, a little of the American Revolution and a good deal of Washington and Hamilton. He has placed these things on Manhattan Island and has caused the "stirring events" to mix them thoroughly. He has then carefully strained the whole business and poured it into five hundred well printed pages, which have then been put into an attractive package. And after this the publisher has the assurance to imply that it is "romantic literature."

The cold-blooded way in which is given the formula used in the concoction of this novel is different from, but still in a way, very much like a statement of the formula of Ripans Tabules, and Heaven knows Ripans Tabules are not romantic.

It is all very well for publishers to put a little life and snap into their announcements, but they should not take away all of our illusions.

* * *

Recently I found at my house what appeared to be a personal

letter from Mr. J. James Tissot, which informed me that there were only a few copies left of "Tissot's Life of Christ," and that Mr. Tissot was considerably perturbed for fear these copies should get into the hands of the heathen. By a special and careful process of selection it had been decided that I was one of the elect and that I might be trusted with a copy of the book.

Now, I have no doubt that the work of Mr. Tissot is commendable from every point of view. The subject of it is such that one would imagine the author and publisher would scorn to deceive.

But the personal letter wasn't a personal letter at all.

The body of it was printed and my name was written in with a typewriter and Mr. Tissot's name was probably signed by somebody else.

I have an idea that the publisher is more anxious to sell the books than he is to see that no single copy gets into vandal hands. I imagine that the most rabid atheist, or the most heretical heresiarch, would have no trouble in buying "Tissot's Life of Christ"—if he had the money. This idea is borne out by the fact that in the November *McClure's* there is a page advertisement of this same work, in which it is stated that the publishers have prepared an exceedingly large edition. Furthermore, it is stated plainly, where even the most profane and plebeian may see, "upon request we will forward full particulars of the work and the modest price and easy terms of payment which we now offer."

On the whole, I believe Mr. Tissot's circular letter is poor advertising. Doubtless, one of its objects is to flatter the recipient with the idea that he is receiving some special attention, but the fact that this is not so is so plainly apparent as to make the whole affair a reflection on the intelligence of the advertiser.

* * *

PETERBOROUGH, Can., May 29, 1899.
Chas. Austin Bates, New York, N. Y.:
Inclosed, a booklet, printed to push
our wares. Does it cover the subject?
Can more be well said to induce the
prospective buyer to order—always

inferring that he has a use for the article.

We are makers of this carrier and readers of PRINTERS' INK. Who isn't?

Yours, hopefully,

F. A. DOBBIN.

The booklet sent is one of the best written I have ever seen. Its style is bright and snappy and its points well made. The text speaks for itself. Here is part of it:

THE BICYCLE LUGGAGE CARRIER.

The name does not fully define the limit of its usefulness.

There are other things to carry besides luggage.

Better to ride a bicycle without a pound of added weight—even luggage.

But if luggage must be carried, for goodness sake carry it decently.

That it may be clean;

And free from dust;

And fresh and inviting;

Not rumpled, creased, rolled, disfigured.

It may not be well carried tied in a bundle over the handle bars,

Nor if dangling behind the saddle;

Nor jolted in a wire basket in front.

It must be carried covered from the air, sun, rain and heat.

The receptacle for luggage must be dust proof;

And water-tight;

Securely closed and locked;

Firmly fastened to the bicycle;

Easily removed and put on;

Be shapely and neat appearing.

Must not interfere with the rider's movement while on his wheel.

Such as may be carried by hand when removed from the wheel.

Afford sufficient space for necessities—as luggage.

And be of such shape as may perfectly fit the frame of the wheel on which it will be carried.

This Luggage Carrier combines all these requisites.

These Carriers are also made in fine leathers, and are very handsome and durable. The leather covered Carriers cost more than canvas covered. Fine leather is dearer than cotton.

Still, there is a finish about the leather Carrier that makes a man feel that he is getting a little more the worth of his money.

* * *

Humorous advertising is generally not half as funny as its writer thinks, but here is a sample from Spokane that seems to make its points quite effectively and with a considerable quantity of real wit:

HOW HOGAN WORKED FOR THE HAZELWOOD DAIRY.

"Did you ever hear how I worked for Hazelwood? 'Tis worth listenin' to, for it's the quarest expyrience I ever had.

"I came straight from the ould sod to Spokane for me brother

Mike had a job up at Lean Pup Idono—I mane Cur de Lean, Idaho—stuffin' air into a rheumatic drill. The first job I got was on the Hazelwood ranch playin' valley de chamber to their big bull. That ranch is the quarest place I ever struck. Instid of lavin' their barns en their natural and right odorieferness they clane and swape 'em out countless toimes every day, thereby wastin' much strength, toime and good smell. Nor is that the worst. The lads that has the milkin' to do has to clane and scrape and brush thim-selves up every milkin' toime as if they was goin' to see their best girl. Did you ever hear ov sich nonsince? They say that they do all this overlastin' fussin' to kape out the bugs, the mick-robés—Irish bugs I should judge by the name."

"How do ye know they're mick-robés round?" says I to Mr. Smith, the big man that does be runnin' the ranch. "Ye cant see em," says I. "Ye cant see the devil," says he, "but you know he'se round, don't ye?" Faith he had me there. "But what the use ov all this clanin' nonsince?" says I. "To kape the milk swate and save the Spokane babbies," says he. "What the use in workin' the min to death to save the kids," says I. "'Tis the American way," says he.

"Ye niver saw such a man in all your loife for clanin' and boilin' and stamin' and scrapin'. By gar, he spinds more toime in clanin' things than he does in doin' the wurk. If he could, he would take out ivery atom of the milk, scrub it off and put it back before he sint it to town. He would so. I stood him and his ways as long as I could, but whin he said I must sand-paper meself if I wanted to hold me job, for gold-dust and bilin' water was too mild a tratement for such as me, I quit 'im right there. I also turn a chunk of coal at 'em and thin had a loively and interestin' toime tryin' to beat the collie pup to town. I'll niver woruk for Hazelwood again, nor buy a drop of milk, a sup of crame, or a bit of butter from 'em. They're to clane—too clane intoirely."

A Lucky Move!

October 31st ends my first six months in Lucky 13 Spruce Street, and I am happy to say that it has been the best six months I ever experienced in business.

I received 5,905 orders, averaging 984 orders per month, which is remarkable for the slowest period of the year.

The following testimonial is from one of my oldest customers, and speaks for itself :

Office of "THE EDUCATIONAL INDEPENDENT." }
EDINBORO, Pa., Oct. 20, 1899. }

Printers Ink Jonson, 13 Spruce St., New York:

DEAR SIR—For several years we have been buying all our ink from you. It is our impression that we were among your earliest customers—certainly none of your patrons have continued with you more continuously since starting. As long as you continue in business the Ink Trust need have no terrors for any printer, and there will be no ink trust if the printers of the country will stand by you as they should.

We inclose check for \$20 for another 500-lb. barrel of news ink—just the same as the last. Ship by freight via Erie dispatch. Yours very truly,

THE EDINBORO PUBLISHING CO.,
C. J. Cooper, Manager.

You may buy News Ink cheaper than mine, but you can not buy better News Ink at any price. I sell it in 25-lb. kegs for \$1.50, 50-lb. kegs for \$2.75, 100-lb. kegs for \$5.00, 250-lb. kegs for \$11.25, 500-lb. barrel for \$20.00. Cash with the order—no exceptions. Money refunded if not found as represented.

Address

PRINTERS INK JONSON,

13 Spruce St., New York.



Big Advertisers Are Usually Busy.

They haven't always time to listen to a solicitor; they are fond of facts boiled down. All the leading advertisers in America read PRINTERS' INK, and if they see your plain, unvarnished story there from week to week they can give attention to it without being bored or impatient. They will absorb it peacefully and pleasantly and it will remain in their minds, which will result in profit to you. Constant reminders are strokes that eventually drive the nail home. PRINTERS' INK's readers are paying out much money every day upon information gleaned from its advertising columns. If your claims are supported by facts and figures you are certain to get a share of the appropriations.

Publishers who have a story to tell are invited to address

PETER DOUGAN,

Advertising Manager PRINTERS' INK, 10 Spruce St., New York.

When you do

Street Car Advertising



PLACE YOUR APPROPRI-
ation in experienced hands.

If it's worth doing at all
it's worth doing right. Avoid
amateurs, men in other lines
who know nothing of the im-
mense amount of detail neces-
sary. Go to those who are in
Street Car Advertising exclusively
and who know how to properly
handle it. There are others, but
we are the largest concern in
this line and devote our entire
time to maintain our supremacy.

Geo. Kissam & Co.

253 Broadway
New York

13 BRANCH OFFICES

